



www.china-pacific.com

ChinaClick helps CPAL (China Pacific Asia Limited) design and manage the large amount of online shopping products

About CPAL

China Pacific Asia Limited is a global, internet-enabled, merchandise sourcing organization. Quality of services such as catalog management, product storage plays a very central part in their business, and ongoing development and use of web technologies is considered key to future success.

Client Requirements

Our original involvement with CPAL was to develop the first web site presence, and since then we have provided ongoing design, development and support expertise. Amongst other things, we have been engaged in projects to develop a catalogue management system, a multi-function information search system, and online order platform.

The Challenges

- ✓ Massive amount of product
- ✓ Online order form
- ✓ Custom design
- ✓ Multi-function search engine system
- ✓ E-commerce usability analysis
- ✓ Picture processing system
- ✓ Online newsletter marketing
- ✓ Online products catalog management system

The Strategies & Solutions

In order to acquire and retain web members, ChinaClick team identified three core areas that needed to be developed in building the web site: navigation, information architecture, and content/services. ChinaClick developed CPAL online product exhibition platform and online order system. This web site provides online visitors with a simple and easy method of viewing CPAL products and services, resources and managing order forms.

On the other hand, whilst we designing the website, we had to develop online product catalog management system and picture processing system which adhere to rigid technical standards relating to document storage, indexing and retrieval to ensure the easy location and uploading of documents by web administrators.

Samples: (next page)

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Product Number

Product Adviser

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 - [Fashion Accessories >](#)
 - [Gift Sets >](#)
 - [Golf Products >](#)
 - [HeadWear >](#)
 - [Mug >](#)
 - [Outdoor Products >](#)
 - [Plush Toys >](#)
 - [Sports & Leisure >](#)
 - [Tool Bag >](#)



PAIGN

Hot Product -

Check out our hot selling products! Let our proven sellers increase your market share. Can't find what you're looking for? Please try our CPAL Product Adviser!



Tool Bag Set
 Two pieces set. Heavy duty polyester construction with reinforced stitching.

New Product -

Check here for our new offerings. We regularly update our site with the latest in styling and function.

[Click here to see more new products.](#)

You are here: [Home](#) > [Products](#) > [Fashion Accessories](#) > [Cosmetic Bags](#)

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