Proposal for

Complete Customer Loyalty System

#1 in Customer Loyalty

Quick Rewards

Release The POWER of Customer Loyalty

Presented by:

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System Price

5 Retail Station Computers	$14,970.00
1 Server Computer	$ 4,995.00
5 POS Receipt Printers	included
5 POS Card Readers	included
5 Quick Rewards Software	included
1000 Custom Printed Plastic VIP cards	included
4000 Customer Application	included
5 Counter Displays	included
5 Delivery & Installation	included
5 Training on Retail Stations	included
1 Training on Server Computer	included

Additions

1500 Custom Printed Plastic VIP cards	$ 1,508.00
Travel & Lodging (2 employees/3 days)	$ 1,500.00

Total

Quick Rewards System	$22,973.00

Discount

Multi systems	$ 2,000.00

Grand Total

Price is valid until 01/15/02	$20,973.00

Monthly Payment

60 month lease, $1.00 purchase option at the end of the lease.	$ 480.00

Monthly Payment

Each Stores Monthly Contribution	**$ 96.00**

Deductions (any store that will not need the following equipment)

$ 500.00	Computer
$ 200.00	Receipt Printer
$ 100.00	Card Reader

NOTE – Each store must install a dedicated phone line for the Quick Rewards System.

How The System Works

Sign Up Process A customer will see the counter display at the store, will ask about it. The store employee will explain the Quick Rewards system and give the customer an application (Fig 2) to fill out. After the customer complete the application they will return it to the store employee and the store employee will give the customer his new Preferred Customer card (Fig 1), writing the card number on the application. The Store employee should also mention to the customer that their VIP card will only be active after the application has been entered into the database by the mall office and this process usually takes 24 hours. However the customer can take any store receipts from today to the mall office and the office employee will make note to apply points for today's purchases based on receipts that are presented by the customer.

Fig 1 – VIP Card

Fig 2 – Sample Customer Application

Data Captured

Address for future mailings – Quick Rewards will print mailing labels.
Email for future mailings – Quick Rewards will send emails to all customers.
Birthday for customer appreciation – Quick Rewards will print out gift certificates.
To be sent on customers birthday.

The completed Customer Application should be turned into the mall office ASAP so that the data can be entered into the Quick Rewards database.

Sales Process

When a customer makes a purchase at a participating store the will pay as normal and hand the cashier their VIP card. The employee will swipe the card and enter the amount of the purchase. That's it everything else happens without any user intervention.
The Retail Station Computer will connect to the Server by phone (similar to you credit card terminal) and transmit the sales information, the server will transfer the information to be printed on the Quick Rewards receipt. The receipt (Fig 3) will be printed and the cashier will hand the receipt to the customer.

Fig 3 - Sample Receipt

If this purchase increases the points accumulated by the customer to the amount required to earn a gift certificate (Fig 4) then a gift certificate will automatically be printed at the same time as the receipt. Should a gift certificate be printed then the server will adjust the point in the database automatically by subtracting the points required to earn a gift certificate from the customers point balance.

Fig -4 Sample Gift Certificate

Custom Designed Cards

Steve Karas and Associates manufacture's your VIP card on premium quality 30mm plastic using 4 color printing. We encodes the magnetic strip on the back with the customer account number and print it on the front of the card. The back of the cards can be printed in black ink for an additional $ 0.30 each and color for $0.80. Additional card may be ordered 24 hours a day online for your convenience. We keep track of the numbers sequence so you can be assured there will be no duplicates.

Retail Station Computer

The eMachines T1096 PC is powered by the Intel® Celeron™ 900 MHz. and comes standard with 128 MB RAM, a built-in 48x Max. CD-ROM, 40 GB hard drive and an internal 56 K V.90 fax/modem with an eView 17P2 monitor. Internet ready, it comes loaded with Microsoft® Windows® XP Home Edition, Microsoft Works 2000, Money 2002, Encarta® Online and other application software.

Features:

- Intel Celeron 900 MHz (w/128 KB)
- Intel 810 Chipset, 100 MHz FSB
- 128 MB SDRAM
- 40 GB hard drive
- 48x max-speed CD-ROM
- eView 17p2 17" monitor (16.0 VIA)
- Video: Intel DirectAGP 3D (810 Shared) video
- Integrated AC '97 audio
- 56 K ITU V.90 fax/modem
- 3.5" (1.44 MB) diskette drive
- 104-Key standard keyboard
- Dimensions: 22" L x 21" W x 32" H
- Warranty: One-year

I/O Interfaces:

- 2 USB ports (1 front, 1 rear)
- 1 Serial/1 parallel/1 midi/ Game
- 2 PS/2 (mouse and keyboard)
- Audio In & Out
- Microphone In

Additional Software:

- Microsoft Windows XP Home Edition
- Microsoft Works 2000
- Money 2002
- Encarta Online

Receipt Printer

Epson

The TM-U200 is an ideal low cost printer for point-of-sale applications. The modular user-friendly design, graphics capability, and 3.5 lines per second print speed offer reliable high performance in a compact, lightweight design. The TM-U200 features modular interface boards that enable users to select from bi-directional parallel, RS-232C, RS-422, RS-485, ethernet and USB interfaces simply by ordering a new module. Other features include a paper end detector that automatically alerts the user when the printer is out of paper, an auto cutter and take up, and the ability to print one original plus two copies. Now available in Epson Dark Gray (EDG).

Card Reader

MINIMAG™
Compact Intelligent Swipe Reader for Magnetic Stripes

USB

The MiniMag Intelligent Swipe Reader is designed for POS and desktop applications where space is at a premium. The entire unit is just 90mm long (about the length of a credit card), giving it the smallest footprint of any unit with comparable features. The MiniMag is a fully intelligent swipe reader that can be programmed to divide, rearrange, edit, and validate fields of entered data. It can also automatically distinguish AAMVA and CA DMV formats. The MiniMag reads up to three tracks of information with a single swipe in either direction. Its standard-length slot makes it easy to use. Both beeper and LED indicators signal a successful read. The MiniMag Intelligent Swipe Reader delivers exeptional functionality and value in the smallest possible package. It can be used as a free-standing unit, or permanently mounted with threaded inserts on the bottom of the reader. TTL, RS-232, keyboard wedge, and USB/Keyboard interfaces are availa**ble.**

Server Computer

COMPAQ

This Compaq 5000T desktop comes loaded with Microsoft's newest operating system, Windows XP Home Edition and an Intel P4 1.6 GHz processor.

- Intel P4 1.6 GHz processor with Microsoft Windows Home Suite software.
- 400 MHz Front Side Bus
- 256 MB 133 MHz SyncDRAM
- 60 GB Ultra DMA hard drive
- 16x DVD-ROM drive
- 24x CDRW drive (24x/12x/48x)
- 64MB SDR nVidia GeForce2 MX 400 graphics card with TV out - 2048 x 1536 @ 75Hz
- SoundBlaster Live! Value 5.1 audio
- CV935 19" monitor (18.0" VIA)
- JBL platinum speakers with digital audio port
- 56K ITU V.90 data modem
- Integrated 10/100 Base-T Ethernet Card
- Three PCI expansion slots: One PCI slot used with modem installed; two PCI slots open for expansion
  One 4x AGP graphics Slot
- Six total expansion bays; one 3.5" and one 5.25" drive bay open for expansion
- 1.44 MB diskette drive
- Internet Scroll Mouse
- Compaq USB Internet keyboard
- CPU dimensions: 8.9" W x 17" D x 17" H
- CPU weight: 25.5 lbs.

I/O Interfaces:

- Four USB ports (2 front, 2 back)
- One RJ45 Networking port
- One Serial RS-232C compatible, DBg connector (16550)
- One Parallel EPP/ECP standard centronics compatible interface (DB25 connector)
- Two RJ-11 phone jacks (1 input, 1 output)
- Audio ports (line-in, line-out and microphone-in)
- Two PS2 ports (for mouse and keyboard)
- Monitor connection (VGA)

Compaq Extra Mile Service:

- 1-year US limited warranty: End user replaceable parts and carry-in labor
- Technical support 24 hours a day/ 7 days a week: 800-652-6672
- Personalized Online Assistance:
  www.compaq.com/support/contact_compaq/email.html