

SuperMarquet

ALL THE SYSTEM YOU NEED TO MARKET MOTORCYCLES ON THE INTERNET AND IN THE SHOWROOM

ARMED WITH A DIGITAL CAMERA AND A STANDARD PC, YOU CAN EASILY HAVE ONE OF THE BEST WEB SITES IN THE INDUSTRY!

Easy to use and quick to operate, the SuperMarquet system gives you a fantastic presence on the Internet for an absolute minimum of effort. You can use it simply to put bikes on your own web site, or you can have it *automatically* forward all the details and pictures to Motor Cycle News and/or BikeTrader to advertise on their sites.

There is **absolutely no duplication of effort**.

Enter the bike details

Add a picture (or several)

Upload picture

See it instantly added to your website

And automatically forwarded to MCN and BikeTrader*

* Requires contract with MCN and/or BikeTrader

You even get **benefits in your own showroom**; from the information and pictures you have already input for the web site, you can produce display cards to put on the bikes; much better than a simple price card or hand-written features card!

To see a sample site using SuperMarquet, go to www.alanduffus.com and be amazed. The **response time is fantastic** and the accessibility is **second to none**.

There are currently **No Setup Costs** and a monthly hosting, maintenance and support fee of only £150 (+VAT). You can put on as many bikes as you want, as many photos as you want. There are **no hidden costs**.

Customisation of SuperMarquet to include your own logos etc is **FREE**. You also get your own email addresses and your own Internet domain – **just like the big companies**.

You have nothing to lose by trying out SuperMarquet.

Our deal is simple: if you are interested in SuperMarquet we will set up a demonstration site customised to your needs using a dummy domain name (so any existing web site you have is not compromised). When you are happy with what you are getting, we will switch the site to the live domain and start billing you £150+VAT per month in arrears.

If you do not like the site we build, you pay nothing and walk away. We do not expect this to happen as we are committed to giving you what you want; if it is possible for us to do it, we will do it!

If you like the site, and get us to install it on your domain name, you can still back out at any time – just let us know and we will not send any more invoices; if you change your mind before the end of the first month, you will **not have paid a single penny**.

Read on for more details, and call us when you want a full no-obligation demonstration before taking things further. There is **no pressure** – tell us to leave half way through because it doesn't suit you, and we will go.

A web product from *BackEdge Ltd*

Telephone 01506 442 384 ● Fax 01506 440 543 ● email contact@backedge.co.uk

Web <http://www.backedge.co.uk> ● VAT Registered No. 783 6610 07

BackEdge Ltd Registered in Scotland SC225749 ● Registered Office: 11 Stuart Green, Edinburgh EH12 8YF



A web system for motorcycle sales that works for you and improves your customer offering!

YOU NEED A PRESENCE ON THE WEB, and you want it to be professional. The customers should find it easy to use and up to date, so you need to find it easy to use so that you keep it up to date.

SuperMarquet from BackEdge is a core system that allows you to present your bikes, both new and second hand, in a way that is both accessible and efficient.

The “core” part is important – the outer skin of the system can be customised to make it “yours”. When the site is complete there is absolutely nothing to indicate that the site has not been completely developed for you and no-one else. This gives your company an air of professionalism and solidity that just does not come across on sites that are “designed and maintained by ...” others or promote a parent company with yours presented almost as a sideline.

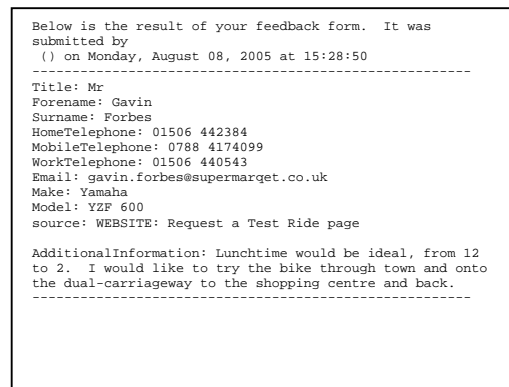
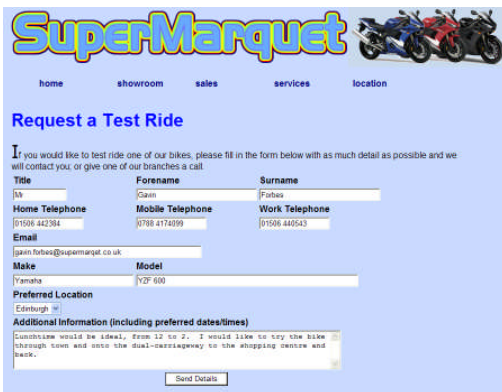


Master of your own domain

The website will be at www.yourcompany.co.uk, not a long-winded and subordinate sub-domain like www.motorcyclesRus.co.uk/dealers/yourcompany. It will have its own database, and will not be tied up with anyone else’s “stuff”.

Because you get your own domain, you also get your own email addresses. Why put up with giggs_ryan23@btinternet.com when you can have ryan@yourcompany.co.uk (along with ryan.giggs@yourcompany.co.uk, contact@yourcompany.co.uk, sales@yourcompany.co.uk and many more)?

You can even have email forms set up on your website; these are forms that the user can fill in that are sent straight to your email address (any that you specify).



Direct from web page

... to your email

Integrate for wider coverage with minimum effort

Everyone knows that you have to make an effort to get noticed. Advertising pays.

If you have a motorcycle to sell, you may want to advertise it on Motorcycle News and/or Bike Trader. You can handle the advertising cost, but the hassle of maintaining adverts on their sites as well as your own?!!

SuperMarquet does it all for you. You maintain your own site, and SuperMarquet will automatically feed your bike information – and photographs – to NXGN for inclusion on Motorcycle News and/or Bike Trader. There is no extra work for you, no tricky technical stuff to do; **it just works!**

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How does it all work?

SuperMarquet is a programmed system that stores all of its information on a database on the internet, and produces what it needs in the format requested when it is needed.

You put a bike onto the system once, and can then produce in response to various requests.

For example, you may have a Yamaha FZS Fazer 600; add it to the system, with photographs. You can then have the bike displayed under 'Yamaha', 'Sports Tourer', 'Sports' and '600-800cc' (depending on the selection categories you choose to offer your customers). A flick of a switch sends it all to Motorcycle News, Bike Trader, or both.

We set up the system to your requirements, and then you simply put bikes on, sell them, and mark them as sold. Everything is set up to be easy for you to use; and it is all customisable, from the colours that you use to describe a bike to the features that you highlight to promote the sale.

The main screen used is shown here – make and model are selected from lists, the bike can be assigned to one category or several, a two-colour description is used (e.g. Blue/White or Red/Green), all the details you need to record can be input and a free-format sales pitch can be added.

Not all information needs to be supplied, but the more you put in, the more you can get out later.

Bike Details

Registration	SF51RXK	Site	Anytown	Advertise	Motorcycle News
Make	YAMAHA	Model	FZS FAZER	Features	
Variant	600	Status	Used	A.R.T. Sports Exhaust ABS Adjustable Suspension Adjustable Suspension (White Power) Alarm Alpha-dot Security As New Belly Pan Braided Hoses Braided Lines Carbon Fibre Mudguard Carbon Fibre Mudguard (Front) Carbon Fibre Mudguard (Rear) Carbon Levers Category One Alarm Immobiliser CD Chrome Back Rest Chrome Grab Rail Chrome Screen Clear Lenses Close Ratton Gears Close Ratton Muffler Crash Bars Cruise Control	
Bike Type	Sports Tourer Adventure	Ins. Group	12	Seats	2
Engine	600 cc	Stroke	2-Stroke	Cylinder	Four
Registered	2001 yr 9 m 1 d	V.I.N.	JYARJ02100005804 (Use reg. if not known)		
Mileage	6700	Colour	Black	Drive	Chain
No. Owners	1	Clearance	<input type="checkbox"/>	Bought	07/06/2005
Cost Price	0.00	Sell Price	3495.00	Sold	<input type="checkbox"/>
MOT Expires	09/09/2005	Tax Expires		SORN	<input type="checkbox"/>
Sold By					
Sales Pitch	ANOTHER EXAMPLE OF YAMAHA CLASS WINNING 600 SPORTS TOURER WITH THE COMFORT OF A TOURING MACHINE BUT WITH THE GO OF A SPORTS BIKE WITH HANDLING TO MATCH, WHY NOT TEST DRIVE TODAY?				
<input type="button" value="Find"/> <input type="button" value="Update"/> <input type="button" value="Insert"/> <input type="button" value="Sold"/> <input type="button" value="Delete"/> <input type="button" value="Add / Del Picture"/> <input type="button" value="Clear values"/>					

What does the customer see?

The customer sees what you want them to see! Typically this will be in two formats; on the web site, and on paper (either printed by them from the web site or provided by you in the showroom).



Customers will generally be coming from stock lists, which show key information. Clicking on a bike takes you to details, with bigger pictures (one to six photos is recommended, but you can put on more if you like!).



Where multiple photos are provided, you simply float the mouse cursor over the thumbnail image to enlarge in the main photo area. If you take high-resolution photographs of the bike, clicking on the thumbnail image opens the original high-resolution photo in a new window for the customer to drool over the detail!

Good old paper

While the multi-media hurricane of the Internet has blown strongly through the world, there is still a place for paper.

Many of your customers will not have Internet access, and are very unlikely to have quality internet access with them when they are out shopping for a new motorcycle.

SuperMarquet provides facilities for printing out bike details, along with all the contact info for your business, so you can leave printed flyers on the bike in the showroom for customers to pick up and take with them. If they are looking round several dealers, you can pretty well say goodbye to the sale if you are the first visited; people never remember the details by the time they get to dealer number six! Your chances of a sale are much improved if they have your flyer to compare the competition to.

The flyer will have all the details from the web page, plus contact details for the customer to phone up and beg you to keep it for them when they see how poor the competition is in comparison!

And if you get someone interested enough, you can use SuperMarquet to provide them with a quote, including the trade-in value you are offering for their current bike.

This is far more professional than scribbled pieces of paper, and goes a long way towards avoiding confusion and misunderstanding later; people hear what they want to hear so it is best to get

everything in black and white, for the sake of both parties! And of course it is a godsend when “Archie said I could have ...” and Archie is on his day off – potholing in Wales with no contact.

I don't need any help to run my business

That is probably true, or you wouldn't be in business – for long.

On the other hand, there is no reason to make running your business as difficult as possible. SuperMarquet helps you to keep track of many things, including; profitability (what you paid, what you spent, what you got when you sold), what has been in stock too long (you specify “too long”) and which bikes have had their statutory SORN declarations made.

Anyone can add up a column of figures by hand, but most of us would use a calculator if it was available. SuperMarquet is just like a calculator: a tool to make your job easier.

Why do it the hard way when you can use SuperMarquet?