

MOSES

E-SHOP

ERP

POS

Enterprise E-Commerce System



Enterprise
Resources
Planning



Online Shop



Point Of Sale



www.popularit.com

Popular IT is specialized in providing customers with software solutions and leveraging creative conception and expertise to meet customers' specific needs. As our proprietary online sales management system, "MOSES" enables small and medium enterprises to accomplish one-stop management of B2B, B2C and O2O (online to offline) marketing modes and enable them to effectively integrate resources to minimize operating cost. Meanwhile, we help our customers to identify future IT development trend and value to further promote international operation for our MOSES system.



MOSES – Your Professional IT Adviser

As a complete one-stop computerized ERP (Enterprise Resource Plan) system, our MOSES works with our Online Shop and MOSES POS to enable enterprises to deal with day-to-day operations in a flexible and effective manner. Its unique functions include management of sales purchase, inventory, accounting, products, price, logistics, online shops and retail operations to help enterprise managers to view inventory, sales value or income and expenditure statements via Internet from time to time. As a universal employee, MOSES helps enterprises effectively deal with the challenges of labor shortage, reduce operating cost and improve competitive power and sales value.



What's "O2O"? It is the latest marketing mode today!!

"O2O" is a latest marketing mode today! Group Buy, popular in current market, uses "O2O" in their operation. Specifically, "O2O" can help users to maximize their profit. Have you ever thought of using this rare opportunity?



What's "O2O"? It is the latest marketing mode today!!

As the abbreviation for "Online to Offline", "O2O" means "online stores to physical stores". Specifically, it means that "Consumers pay online and receive services and goods via physical stores", thus combining online marketing experience with retail store sales.

To fully develop "O2O" market, the following elements are indispensable:

- A website that can integrate social media operation
- A management system to improve customer relations
- A system that can integrate online and retail stores



Know what is the latest marketing mode today? Are you going to select them? Do you know any of their benefits?

	New marketing mode VS existing marketing mode	
Impact from rising rental	Low	High
Impact from higher labor cost	Low	High
Market coverage	Large	Small
Possibility to extend operation within a short time	Possible	Impossible





Boost Up! Your Business



MOSES ERP
ERP System

ERP (Enterprise Resources Planning) system is extensively used in resource management for large enterprises. As a one-stop automatic ERP system developed by Popular IT, MOSES ERP enables enterprises to accomplish computerized management of sales, purchase, inventory, accounting, product, price, logistics, online stores and retail. Meanwhile, MOSES ERP is the only one-stop solution in Hong Kong that integrates Online Shop and MOSES POS operations.



MOSES NET
Online Shop Platform

As a multifunctional Online Shop Platform that goes beyond traditional operations to facilitate purchase and sales, MOSES Net works with MOSES ERP system to provide intelligent website management functions and enable enterprises to manage online transactions. Meanwhile, MOSES Net is also the only Online Shop Platform in Hong Kong that integrates the ERP system with the MOSES POS.



MOSES POS
MOSES POS

MOSES POS is the only retail store management platform in Hong Kong that integrates physical stores and online stores to provide full functions. Its functions include sales management, voucher output, account keeping and product price management. Also, it is intended for retailer with multiple stores to accomplish unified management and analysis of marketing information.





ERP System

1) Sales Management

- * Intelligent export of quotation sheet, invoice and receipt
- * View sales status on real-time basis, such as daily sales value and product sales volume
- * View each customer's purchase habit and other
- * Sales information import and export function, including customer, supplier and relevant product information and documents
- * Set different roles and access for different departments and salespersons
- * Automatic calculation of salesperson commission on real-time basis
- * View sales value of consignment goods on real-time basis
- * Provide various types of analytic reports, such as cost statements, daily sales analysis, inventory status and product sales reports, and convert them into such formats as Excel, PDF, HTML or Image
- * Automatic updating for all whenever information is input



Success Stories in the Jewellery Sector

1 My Jabos

My Jabos is specialized in marketing jewelry products. They use flowers and plants to make jewelry products and every product from them is unique in market. Their conception is to use their products to tell people to "Cherish nature" and convey love. For this purpose, they selected MOSES as the transaction platform. With MOSE platform, they established their own E-shop. E-shop is easy to operate. That is, storekeeper can use basis computer software to update web pages even if he is not good in PC operation. What's more important, this system is convenient and fast. Through E-shop, it helps customers to establish their own brands with outstanding images.



2 Twinkle Design

As a popular diamond jewelry design company, Twinkle Design operates E-shop and physical retail stores as well. Whenever Twinkle Design launches a new product design, MOSES helps them update products displayed through web pages while managing E-shop. In this way, they can have greater space to promote their licensed operation services. In a word, MOSES management mode enables them to access target customers in a more direct and faster manner.



2) Price Management

- * Real-time online change and synchronous updating of product price
- * Set specific price or discount for specific customer category, such as membership, non-membership or group customer categories
- * Set specific discount for specific purchase volume
- * Set retail and wholesale price
- * Support multi-currency calculation and exchange rate
- * Support different categories of pricing methods
- * Set minimum price

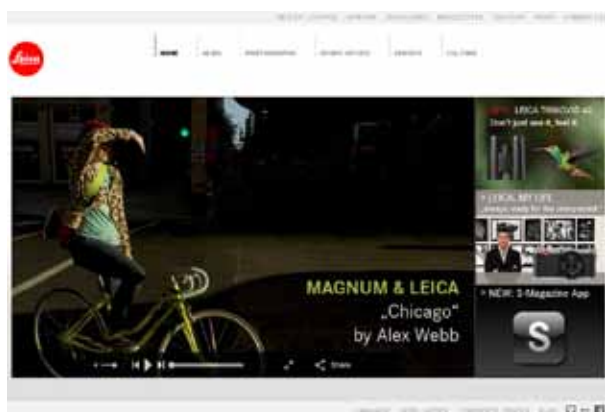
Success Stories in the Red Wine Sector



3 Wine Stone

As a trading company based on B2B (business-to-business) operation mode, Wine Stone is mainly engaged in distribution of German wine. It can be asserted that MOSES-based website is an online showroom which not only displays different wine categories and prices, but also makes it easy for customers to update prices and information such that customers may have a clear picture of latest prices and information at a glance. In addition, MOSES may set different prices for different target customers based on their identity and order quantity, thus making sales simpler and better meet customers' specific needs.

Success Stories in the Photographing Equipment Sector



4 Leica Camera

As a prestigious camera company in Germany, Leica Camera is focused on production of high-quality cameras. To improve their management in sales, price, inventory and accounting, they were seeking an ERP system to meet their specific needs. Specifically, MOSES helped them deal with purchase and sale challenges arising from different currencies and exchange rates. Using MOSES for flexible input of exchange rates, they could monitor and record floating exchange rates in sale and purchase, and calculate specific profits, thus substantially reducing discrepancy between account and figures.





ERP System

3) Inventory Management

- * Flexible setting of batch, batch number, container number, serial number, term of validity and production date
- * Real-time view of inventory or inventory movement record
- * Track and review inventory change
- * Manage damaged goods, reimbursement, temporary application, internal transfer and repair
- * Intelligent prompting for replenishing
- * User-define quantity and units for goods
- * Support multi-warehouse unified management
- * Manage inventory quantity for consignment goods



Success Stories in the Educational Circle

5 Rass Language

As a children book and textbook publisher, Rass Language is also engaged in operating retail and online bookstores to distribute a full range of books and textbooks, including books, CDs and animation DVDs. MOSES inventory function enables their existing system to accomplish their product categorization and management, including Inbound, Outbound, Hold, Return and Delivery. On the other hand, intelligent replenishing prompting function makes receiving an easy job to avoid overstock and reduce costs. For Rass Language, logging in online MOSES system may help them have a clear picture of inventory information and help them to track and review inventory change for multi-warehouse management.



Success Stories in the Children's Wear Sector

6 QTee Shop

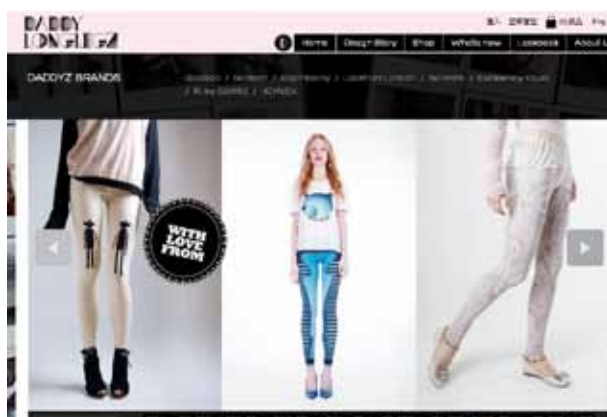
QTee Shop is a children's wear and articles retailer and their trademark includes "Tide" and "Lovely". They have hundreds of new products each quarter or even each month and each new product has different colors and sizes. Before implementing MOSES, manual recording was required for each transaction, inventory check and cargo retention, resulting in low efficiency. After implementing MOSES, QTeeShop can update all products at a time and the system can directly place orders and retain goods via Online Shop; purchase and sales can be completed at one time via MOSES website, thus substantially reducing manual operation and saving time and efforts. Meanwhile, the system supports effective analysis of store sales and provides overall information for customers to improve their market strategy.



4) Purchase Management

- * Intelligent export of purchase documents, such as Purchase Order (PO) and Supplier Invoice
- * Set different roles and access for different departments and purchasers
- * Set arrangement for automatic purchase
- * Intelligent prompting for replenishing
- * Effective management of information for suppliers and their products
- * Work with product management to track supplier quotation and identify inbound volume for purchase
- * Automatic synchronous updating for all whenever purchase information is input

Success Stories in the Fashion Sector



7 DADDYLONGLEGZ

DADDYLONGLEGZ is an agency company engaged in distributing overseas bestselling brands unique in design and style. To attract potential customers, MOSES E-shop launched a flawless website and this one-for-two platform serves as an online store and an information platform as well to provide latest fashion information for customers' sales targets. As an online fashion magazine, it advertises DADDYLONGLEGZ brand for the storekeeper.



8 HANALIE

HANALIE is an E-shop engaged in marketing American and European fashion and their products all feature proprietary design. Online brand operation via MOSES website eliminates high-rental conventional operation, thus reducing operating cost. Through this online transaction platform, they wish to push their brand onto the international arena such that storekeeper may have opportunities to participate in various types of fashion show and charity fashion show, thus substantially promoting their prestige. In a word, MOSES helps HANALIE reduce cost while increasing income.





ERP System

5) Product Management

- * Unlimited setting of product categories
- * Automatic calculation of average or specific product cost
- * User-define product unit (UOM)
- * Support diversified size, weight, barcode, unit and image
- * Support lump-sum input of extensive product information in Excel format, including images
- * Real-time view of product inventory location and quantity



Success Stories in the Healthy Life Sector

9 ECOTEC Natural Living

As a Hong Kong agent, Natural Living is focused on distributing natural paint products and also engaged in wholesale and retail of other natural products. Natural Living represents a full range of products from decorative paint and coating, furniture articles, health food to healthcare products and pet articles. MOSES can set unlimited number of product categories and support a full range of sizes, weight, barcodes, units and images. As a result, Natural Living can accomplish unified management for various types of products and define product categories. In addition, since Natural Living can import large volume of product data in Excel format and can view product inventory location and quantity on real-time basis, employees can save a lot of inventory counting time and manage more products at a higher efficiency.



10 WELSPRING

WELSPRING is a store engaged in marketing organic products. They sell products focused on "Health" and "Sustainability" lifestyle conceptions, including organic food, beverage, personal care and natural furniture products, mother and baby health food. Using MOSES MOSES POS, WELSPRING can manage all store orders and deal with diversified categories of products while ensuring accuracy. Meanwhile, customers can manage Online Shop orders.



6) Logistics Management

- * Automatic calculation of freight based on specific products and transport destinations
- * Flexible setting and arrangement of delivery time and installation
- * Enable customers to select delivery time
- * User-define transport methods, such as air transportation or ocean shipping
- * User-define extra processing services and additional charges.

7) Accounting Management

- * User-define unlimited number of accounting items
- * Manage accounts receivable, accounts payable and general ledgers
- * Process advances to suppliers and advances from customers
- * View income and expenditure statements and calculate profits and costs on real-time basis
- * Support multiple departments for unified account management
- Real-time view of corporate financial and operation status
- * Complete statements, facilitate year-end settlement and tax return
- * Predefined statement access to avoid disclosing corporate
- * financial information

Success Stories in the Food and Beverage Sector



11 OYSTER PRO

Oyster Pro works as middleman to distribute food materials such as oyster and sashimi. Oyster Pro webpage is designed based on their background, brand image and style to present products in a menu manner. It provides specific product categories and information and provides specific pricing for specific product rating to help customers to establish a clear understanding of their products. Moses design adopts specific arrangement and formulates online operating strategy based on enterprise nature, brand, style and products.

Success Stories in the Trading Sector



12 KI HING Trading Company Limited

As a local trading wholesale enterprise, KI HING Trading distributes over ten thousand products of different categories. Using MOSES Online Shop to categorize their products, they can easily locate target products. As KI HING Trading also plays the role of a wholesaler, price data is sensitive. Price may vary for different purchase volume and even different customers have different prices. With MOSES system, sensitive price data is made available to specific persons and price is shown based on specific login identity, thus making their services flexible and diversified, and enabling to implement specific operation strategy.





Online Shop Platform

Functions and Features

1) Online Shop Management

- * User-define unlimited product categories or product attributes
- * As interactive product, each album may upload a maximum of 8 photos
- * Support external connection, may connect to such as websites as YouTube and Facebook
- * Support image and movie playback
- * Flexible updating of latest product information for personalized homepages, information release and advertising
- * Support Traditional Chinese, Simplified Chinese, English and other languages
- * Content Management System (CMS), enable real-time updating of website product information and corporate information
- * Support real-time change of product price
- * Flexible setting of price and discount to display specific prices based on login system identity
- * Simultaneous setting of retail price and wholesale price for retail customers and distributors
- * Provide function for product rating and online discussion
- * Automatic membership management function
- * Search Engine Optimization (SEO), automatically improve website ranking in specific search engines, and provide website flow analytic report
- * Support multiple online payment functions, such as credit cards VISA/Master/China UionPay, PayPal, AliPay, and accept multi-currency payment
- * Automatic calculation of freight based on specific products and transport destinations
- * Connect POS and ERP systems to provide one-stop online services and real-store services



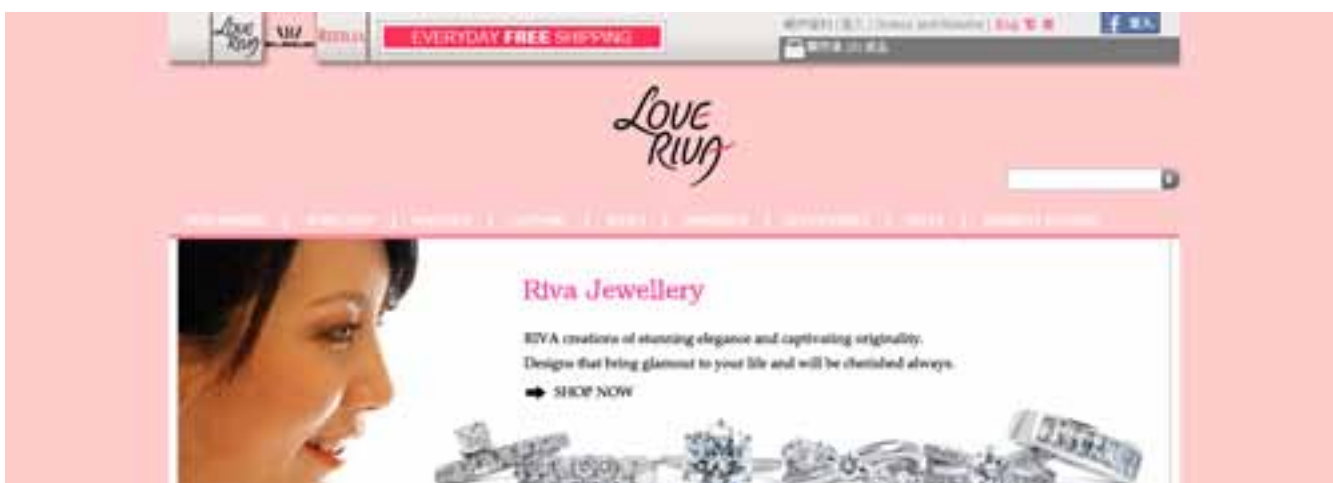
2) New Functions

- * Enhance membership consumption functions, such as specific price setting, Bonus Point and Discount Coupon
- * Enable customers to login system to view order processing and transport progress for purchased goods
- * Live Chat function enables users to use existing MSN accounts to initiate conversation with customers via Online Stop
- * Enable users to login MOSES system via intelligent phones and tablet PC (such as IOS, Android and Windows)
- * Fully work with Facebook and Online Stop
- * Enable customers to use existing Facebook accounts to login Online Shop
- * Display product information and provide shopping functions via Facebook pages
- * Real-time updating of Online Shop and Facebook contents once product information is updated



3) QR Code, Enables Customer to Make Purchase Decision after Scanning

An QR Code and an iPhone, where is their use? To play a game? For lottery? To exchange for a gift? Today, QR Code application has been extended to the retail sector to provide consumers with latest shopping experience. Specific QR Code is printed on products. When any customer uses iPhone to scan it, QR Code immediately links the customer to Moses Net transaction platform. What the customer has to do is to confirm quantity and order and relevant goods will be sent to his/her house. This technology is particularly useful for the general commodity market and living space product market, such as infant milk powder, coffee powder/bean, pet food and personal care products. Customers can purchase their desired products at home without bothering to go shopping frequently. What's more important, enterprises can substantially reduce cost and establish long-term relations with customers.



13 HING FAT FLOWER

HING FAT FLOWER sources fresh flowers from various regions and uses MOSES to complete one-stop purchase, sale and delivery operations. Initially, HING FAT FLOWER was a fresh flower supplier specialized in fresh flower wholesale. Later, they began their retail operations using MOSES Online Shop to open up retail market. Online Shop features high efficiency and flexibility, and can easily deal with business opportunities during holidays. For Valentine's Day, for example, fresh flowers have to be delivered on the same day to keep fresh. In addition, specific strategy has to be implemented in packing, matching and pricing. Faced with great transport pressure, only Online Shop is flexible enough to implement short-term marketing strategy and quick market promotion. For the flawless MOSES webpage, information is updated systematically. As a result, it flexibly deals with market opportunities, automatically processes order arrangement, systematically arranges delivery sequence, and provides automatic function to select optimal delivery time. In addition to Internet-based market promotion, they can seize every business opportunity. Furthermore, they assign a specific department to manage Online Shop to minimize resource input and maximize their customer base.

14 RIVA JEWELLERY

RIVA JEWELLERY is mainly engaged in marketing fashion jewellery, lines and relevant accessories. They mainly use MOSES Online Shop as business platform to access customers. Since fashion jewellery, lines and relevant accessories feature various categories and unique characteristics, their website is arranged in showroom format to facilitate product categorization and make it easier for customers to compare different products. In addition, detailed description has to be provided for product model and features. MOSES makes it easier for relevant management personnel to update category, model and profile and enable them to complete these procedures at highest possible efficiency, thus accomplishing quick, synchronous and reliable delivery.





“Three-High” online promotion strategy , something you have to know Three-high online promotion strategy, something you have to know

High Hit Rate

SG Marketing leverages Google Display Network (GDN) strategy to seek target customers. In general, Online Banner Ads may generate various types of websites to increase the exposure rate of the advertisement. However, this “fisherman net” approach can not ensure booming business. On the contrary, GDN technology uses search keyword input by search users to display relevant banner ads, or relevant ads appears at relevant webpage. As a result, users may release information to target customers more accurately and effectively to achieve higher hit rate.

High Cost-Effectiveness

SG Marketing can substantially reduce cost and improve profit. As described above, “fisherman net” advertisement is generally very expensive and features low hit rate, thus affecting cost-effectiveness. On the other hand, traditional print advertisement, such as magazine advertisement, is not only expensive, but also less effective than online advertisement. However, what GDN provides is attractive and cheap online advertisement. In addition to effective implementing strategy, users can accomplish optimal advertising effect while reducing cost.



High Flexibility

SG Marketing provides customers with flexible advertising support. We understand the best way to meet customers’ needs is to enable them to have higher flexibility and controllability. GDN advertising service may provide a space for users to plan their own advertising strategy and budget, and make it easier for them to control online advertising and open up businesses.





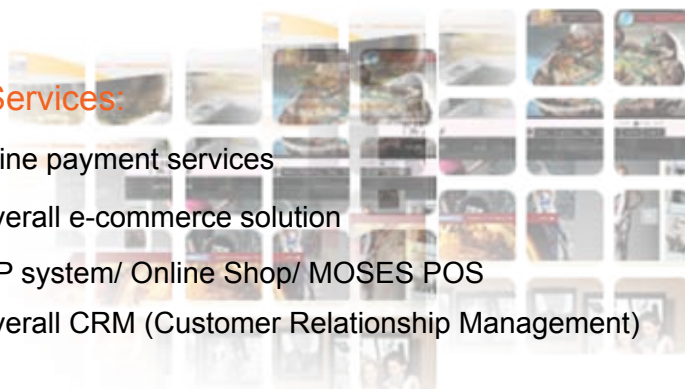
Road to Success Smark Global

In the world today, information is becoming increasingly more transport, thus leading to fiercer competition among enterprises. To reduce operation cost, most companies tend to assign non-core services or elements to other companies. On the other hand, they allocate their business resources to their core operations. Our Smark Global software is designed to provide our customers with one-stop professional services.

Our Professional Team

We Undertake to Provide the Following IT Services:

- * Webpage design and application
- * Webpage content management
- * E-commerce
- * Smart phone application program
- * Online payment services
- * Coverall e-commerce solution
- * ERP system/ Online Shop/ MOSES POS
- * Coverall CRM (Customer Relationship Management)





MOSES POS

Retail Management

- * Manage retail data
- * Manage membership data
- * Real-time view of member purchase record
- * Manage price, include: Automatic change of price, user-define member discount or define quantity and discount
- * Check warehouse inventory
- * Manage freight documents
- * Support offline operation
- * Support unlimited payment
- * Easy to handle advance deposits
- * Real-time data upload
- * View central reports
- * Unlimited store setting



LONDON
BRANCH

NEWYORK
BRANCH

HONG KONG
HEADQUARTER

SHANGHAI
BRANCH

PARIS
BRANCH

FRANKFURT
BRANCH

Success Stories in the Food and Beverage Sector

15 SWEET SECRETS

Implementation of MOSES POS may reduce waiting time for customers. After implementing MOSES POS system, Sweetsecrets can handle customers' orders easily and flexibly. The overall operating process will not slow down even when they have to handle large volumes of orders. Instead, operation becomes more efficient, thus substantially reducing waiting time for customers.

MOSES POS features unified reporting. This system integrates the sales information of individual Sweetsecrets stores and generates a detailed report to give a clear picture of sales information for individual stores such that users may access relevant information of individual stores in a flexible manner. In addition, users may also use the detailed information from the report to analyze consumption mode of individual stores or overall customers to optimize their business strategy.



Boost Up! Your Business

Success Stories in the Pet Food Sector

16 DOGONELIFE

DOG ONE LIFE is a Japanese-owned pet care and service center engaged in providing one-stop coverall pet services. In addition to selling pets, they also provide products to meet the clothing, food, shelter and travelling needs of pets. With 3 stores in Hong Kong, they mainly use Moses ERP and MOSES POS systems to manage and handle their day-to-day retail operations.



Like other small and medium enterprises, DOG ONE LIFE is also faced with the challenges of hiking price and fluctuating exchange rate. Instable incoming price affects their pricing policy. MOSES becomes the only solution for DOG ONE LIFE to deal with the above challenges. The system automatically calculate incoming price for various batches and reconcile pricing based on average cost to ensure profitability. In addition, the MOSE computerized FIFO system provides intelligent prompting for inventory management and intelligent replenishment. As a result, it can help minimize inventory level while avoiding stockout.

The 3 DOG ONE LIFE stores are located in different regions. Assisted by MOSES POS, they can have different pricing for different customer groups. In addition, they can record the customers' consumption habits to help formulate specific consumer strategy. Also, they can have uniform and/or separate statements (concerning sales value, sales statistics, product profit distribution...). For large and small enterprises with physical stores and online stores, MOSES POS is the only system in Hong Kong to link physical stores with online stores. One key to update product catalog, information and pricing, making it a flexible and convenient solution.





MOSES ERP Function:

- Sales Management**
- * Intelligent export of quotation sheet, invoice and receipt
 - * View sales status on real-time basis, such as daily sales value and product sales volume
 - * View each customer's purchase habit and other consumer information on real-time basis
 - * Sales information import and export function, including customer, supplier and relevant product information and documents
 - * Set different roles and access for different departments and salespersons
 - * Automatic calculation of salesperson commission on real-time basis
 - * View sales value of consignment goods on real-time basis
 - * Provide various types of analytic reports, such as cost statements, daily sales analysis, inventory status and product sales reports, and convert them into such formats as Excel, PDF, HTML or Image
 - * Automatic updating for all whenever sales information is input

- Purchase Management**
- * Intelligent export of purchase documents, such as Purchase Order and Supplier Invoice
 - * Set different roles and access for different departments and purchasers
 - * Set arrangement for automatic purchase
 - * Intelligent prompting for replenishing
 - * Effective management of information for suppliers and their products
 - * Work with product management to track supplier quotation and identify inbound volume for purchase
 - * Automatic synchronous updating for all whenever purchase information is input

- Accounting Management**
- * User-define unlimited number of accounting items
 - * Manage accounts receivable, accounts payable and general ledgers
 - * Process advances to suppliers and advances from customers
 - * View income and expenditure statements and calculate profits and costs on real-time basis
 - * Support multiple departments for unified account management
 - * Real-time view of corporate financial and operation status
 - * Complete statements, facilitate year-end settlement and tax return
 - * Predefined statement access to avoid disclosing corporate financial information
 - * Flexible setting of batch, batch number, container number, serial number, term of validity and production date

- Inventory Management**
- * Real-time view of inventory or inventory movement record
 - * Track and review inventory change
 - * Manage damaged goods, reimbursement, temporary application, internal transfer and repair
 - * Intelligent prompting for replenishing
 - * User-define quantity and units for goods
 - * Support multi-warehouse unified management
 - * Manage inventory quantity for consignment goods information

- Price Management**
- * Real-time online change and synchronous updating of product price
 - * Set specific price or discount for specific customer category, such as membership, non-membership or group customer categories
 - * Set specific discount for specific purchase volume
 - * Set retail and wholesale price
 - * Support multi-currency calculation and exchange rate
 - * Support different categories of pricing methods
 - * Set minimum price

- Product Management**
- * Unlimited setting of product categories
 - * Automatic calculation of average or specific product cost
 - * User-define product unit (UOM)
 - * Support diversified size, weight, barcode, unit and image
 - * Support lump-sum input of extensive product information in Excel format, including images
 - * Real-time view of product inventory location and quantity

- Logistics Management**
- * Automatic calculation of freight based on specific products and transport destinations
 - * Setting and arrangement of delivery time and installation enable customers to select delivery time
 - * User-define transport methods, such as air transportation or ocean shipping
 - * User-define extra processing services and additional charges



MOSES Net Function:

- * User-define unlimited product categories or product attributes
- * As interactive product, each album may upload a maximum of 8 photos
- * Support external connection, may connect to such as websites as YouTube and Facebook
- * Support image and movie playback
- * Flexible updating of latest product information for personalized homepages, information release and advertising
- * Support Traditional Chinese, Simplified Chinese, English and other languages
- * Content Management System (CMS), enable real-time updating of website product information and corporate information
- * Support real-time change of product price
- * Flexible setting of price and discount to display specific prices based on login system identity
- * Simultaneous setting of retail price and wholesale price for retail customers and distributors
- * Provide function for product rating and online discussion
- * Automatic membership management function
- * Search Engine Optimization (SEO), automatically improve website ranking in specific search engines, and provide website flow analytic report
- * Support multiple online payment functions, such as credit cards VISA/Master/China UnionPay, PayPal, Alipay, and accept multi-currency payment
- * Automatic calculation of freight based on specific products and transport destinations
- * Connect POS and ERP systems to provide one-stop online services and real-store services

New Functions

- * Enhance membership consumption functions, such as specific price setting, Bonus Point and Discount Coupon
- * Enable customers to login system to view order processing and transport progress for purchased goods
- * Live Chat function enables users to use existing MSN accounts to initiate conversation with customers via Online Stop
- * Enable users to login MOSES system via iPhone and iPad
- * MOSES POS overview
- * Manage retail information
- * Manage membership documents
- * Real-time view of membership and previous purchase record



MOSES POS Function:

- * Manage price, real-time, change of price
- * User-define member discount or define quantity and discount
- * Check warehouse inventory
- * Manage freight documents
- * Support offline operation
- * Support unlimited payment
- * Handle advance deposits
- * Real-time data upload
- * View central reports
- * Unlimited store setting



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