

Martjack - Connecting Retail to Etail

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Hyderabad, A.P, January 10, 2008 /[India PRwire](#)/ -- **Reasoning Global eApplications Ltd.** Hyderabad based Company, has recently launched its unique product – **MartJack**. This is the first of its kind product launched in India. In other words MartJack is India's first Online Solutions Providing company connecting retail to etail.

Since now the technology is going ahead of humans, India is never behind others rather one of the winners of the race. The Indian online population is estimated to be more than 50 million by 2008 (IAMA) and even among them 74 % of this population browse internet for local products and services. As the majority of shoppers feel that the Internet is the perfect place to find niche products and believe that they will find good bargains regardless of what they are looking for. Research shows that 85% of shoppers research products online before making purchase offline.

Considering current market scenario and the potential of internet presence the challenge and the need of the hour was to come up with such tools using which the retailers and the corporates as well can turn this 50 million of online population in to their offline customers. This could be possible only if every retailer and businessman of **India** had online presence...with online branding, online sales and online customer's satisfaction.

Taking up the challenge MartJack has come in to being with **revolutionary retail solutions** aiming to get "Everyone and everything participating on global network".

Realizing the need of both **online selling and online promotions** MartJack created three basic solutions:

Web2Store - Web2Store allows businessmen to develop **their online store** with all the customer oriented informations like product listings, pictures, prices, maps of your store locations, etc. without actually selling products online.

Retail2etail - Retail2etail is an end-to-end solution for having your very own ecommerce enabled store on the www space!! It is the most easy-to-use and economical ecommerce package available on the internet today.

eFranchise - With eFranchise, franchisees have a physical store as well as a website that performs the function of a 24*7 super efficient marketing executive, ensuring an increase in the quality and quantity of shoppers to the physical store.

The user friendliness, affordability and the assured business growth are the three factors which bring uniqueness in the products of MartJack. To maintain these factors MartJack offers multiple features in the solutions offered like, independent domain name, easy to use store creation wizard (take no more than 10 mints to create online store), unlimited product upload, inventory Management, Powerful and Flexible Catalogue capabilities, POS integration, Updates through SMS, LBIS & Distance Calculator, unique check out options etc.

MartJack got a huge response from many retail chain owners who are now using these fantabulous solutions and maximizing profit in their business. To profit even more clients MartJack is committed to open communication and developing long term relationships. For knowing more about MartJack and its offerings (products and service) one can always log on to www.martjack.com

Notes to Editor

Reasoning Global eApplications Ltd., an IT rebellion from Hyderabad, is the brainchild of three innovative and audacious businessmen with 3 decades of experience in the IT domain. With focus on creative solutions and development bottom-up, Reasoning's vision **is to make technology the greatest social leveler mankind has ever known.**

For more information, please contact:

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