XY Eyewear “Milestone”

“XY Eyewear” is a small ecommerce store that I own, the business is based on our company’s website “XYEyewear.com” and our application that can be downloaded on any device. The yearly revenue expected from this business is $100,000. In XY Eyewnear we seek to service our valued customers by providing high quality, fashionable, and trendy sunglasses with the best prices in the market.

The dedicated staff at XY Eyewear seek to provide the greatest value to our potential customers. Our online website or application is making the idea of shopping simpler than ever before. In our website and application, we have different features like cart and save items for later. What’s more, we are very flexible with payment methods, our customer has the choice to pay online using credit cards payments or the choice to pay cash as the product being delivered to them, but this payment type is specified for residents in Omaha.

Furthermore, our technical support team is always in duty to help costumers solving technical problems with website, also we have a chat support feature which allows the costumer to talk to one of the staff and place an order or report a problem instead of waiting on the phone to be answered. From the point that customers are valued the most in our company we offer a service review after each chat service which is optional for our costumers to give a feedback about our services and products.

Because we are an ecommerce store we seek to keep our valued costumers secured and make sure that their private information is safe. In this matter we keep all information that we collect from costumers (Credit card information, contact information …., etc.) we keep all this information encrypted to avoid the danger of cybercriminals, based on PCI-DSS regulation. In addition, we provide our customers with a clear privacy policy that must be read and accepted before being allowed to create an account or make any transaction as It is a rule from the U.S Federal Trade Commission (FTC).

**Works Cited:**

Kathy Burns Millyard, “Internet Business Rules & Regulations:

*http://smallbusiness.chron.com/internet-businesses-rules-regulations-2642.html*