



KIKUZE[®]

Retail Communications[™]
Kit

KIKUZE[®] Retail Communications Kit[™] is a fully integrated software application to equip retailers with personalized know-how of effective external retail communications using striking graphics, design templates and backgrounds.

KiKUZE® Retail Communications Kit™ - The ultimate tool that contains everything you need to create point-of-purchase materials for your retail business. With quality point-of-purchase materials, you can enhance the appearance & brand image of your retail stores as well as your retail communications with your customers. It will help you to reduce overheads, save time & increase your sales revenue. In addition, its features such as database merging capabilities, barcode option & template designs are in an easy-to-use interface for any retailer.

Content

KiKUZE® Retail Communications Kit™ contains an integral retail-marketing section that helps retailers to maximize retail communications by tapping on the silent salesperson to achieve better store performance.

Theme Designs - Create a Consistent Store Image



Accessories



An extensive digital library of the exclusive KiKUZE® Designer Series, Theme Designs, Price Cards & Point-of-Purchase Cards Templates section is specially incorporated into the software application. A printed catalogue of these templates provides easy reference & selection.



In addition, a comprehensive Digital Art Library section as well as Digital Photo Library section within the software has been printed into a catalogue for easy reference & selection.

There is information on point-of-purchase display accessories that facilitates the effective implementation of external retail communications. A section of print samples that illustrates different visual impacts on various paper print quality is included for in-depth print knowledge.

A KiKUZE® Retail Communications Kit™ Software Instruction Manual has clear & detailed instructions to assist the retailers in using the software fully & efficiently.

Database Capabilities

KiKUZE® Retail Communications Kit™ unique Database Merge & Link feature allows numerous product & pricing information to be automatically linked to the design templates to create various point-of-purchase materials instantly.

Retailers can import their external databases (from popular database programs like Microsoft Excel, Lotus, etc) into the KiKUZE® Retail Communications Kit™ software & link the respective product & pricing information to the design templates. Retailers without an

existing database can make use of the powerful KiKUZÉ® Retail Communications Kit™ database feature to create a proper one.

It allows searching of specific database records where retailers can plan & select products for sales promotion based on preset selection criteria.

Barcodes

KiKUZÉ® Retail Communications Kit™ allows the numerical entering of product barcodes that are automatically linked to the design templates. The software system supports a maximum of eight different commonly used product barcode standards.

Template Design

Retailers can make use of KiKUZÉ® Retail Communications Kit™ Designer Series Templates, Standard Templates, Suite Designs, Theme Designs, Point-of-Purchase cards to create point-of-purchase materials.

Alternatively, original designs can be created using original art-parts, backgrounds, banners, sales slogans, frames, lines, border designs & colours from the KiKUZÉ® Retail Communications Kit™ Digital Art Libraries & Digital Photo Libraries.

All these designs are internationally well researched, retail communications-relevant, effective & ready-to-use.

In particular, the Suite Designs for a full range of point-of-purchase materials such as hanging mobiles, price cards, pop cards & wobblers in various sizes allows the cost-effective implementation of an integral retail communications strategy.

Customized designs for these materials are usually expensive. KiKUZÉ® Retail Communications Kit™ equips retailers with all that in one single software application.

Value-Added

Most importantly, KiKUZÉ® Retail Communications Kit™ provides value-added benefits to retailers. In conjunction with



Temasek Polytechnic's School of Business, KiKUZÉ® constantly enriches retailers on proven traditional & technological know-how of retail communications in achieving a competitive advantage for higher store revenues.

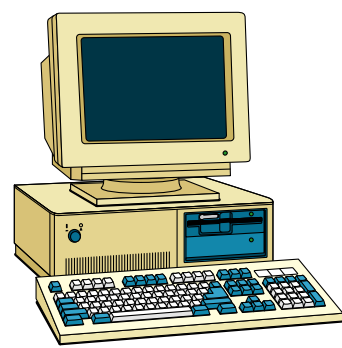


KiKUZÉ® Retail Communications Kit™

BRAND	Product	Price
maccy	suit	\$1388
maccy	vest	\$120
Zippey	Pants	\$89
Zippey	Jumper	\$68

Product Database (CSV Format)

Pricecard Template Size: A4



PC Workstation with KiKUZÉ® Retail Communications Kit™



Retailer's Professional Promotion Pricecard

System Requirements

Central Processing Unit (CPU)

- AMD K6-II or better processor.
- Intel Pentium II or higher processor is recommended.

Memory

- Although 64 MB of RAM is sufficient, 128MB of RAM is recommended for optimal image processing results.

Hard Disk Space

- At least 500 MB of free hard disk space.

Display

- 800 x 600 with 16-bit colour depth is the minimum resolution required.
- 1024 x 768 with 16-bit colour depth or better is recommended.

This current release of KiKUZE[®] Retail Communications Kit[™] runs on the following platforms:

- Microsoft Windows 95/98/ME.

KiKUZE[®] Retail Communications Kit[™] is a single user, standalone system. For a multiple-users system, kindly contact us for our KiKUZE[®] Enterprise Solution.

www.kikuze.com