



Background:

Most golfers can't afford to pay \$399 for the latest driver or \$899 for a new set of irons, and the cost to fill a bag with brand name golf clubs is even more expensive. Yet, finding affordable generic equivalents on trusted websites is an even bigger challenge.

Objective:

Create a fully-functional e-commerce website that makes it easy for a buyer to find the right generic brand golf club from a pulldown menu of popular brand name clubs they already know.

Result:

Apex built a website on a Windows NT platform with a SQL server database and Active Server Pages. All product information including the product name, image, description, pricing, and club options is updated in real-time from a database.

A customer simply chooses the brand name club that they like from the pulldown menu (i.e. Titleist 975D), and the equivalent generic club (i.e. Razor Ti 260cc) appears. One unique feature is the "active pricing" function that adjusts the price onscreen whenever a customer changes his or her buying options (club shafts, grips or quantity). Customers don't have to wait for checkout to find how those changes affect the final cost.

Recently launched, the site has received positive reviews from golfers around the country and is currently one of the leading golf product sites on the web.

» *Did you know?*

The United States Department of Commerce found that in the fourth quarter of 2000, online retail sales were \$8.7 BILLION and now make up more than 1% of total retail sales generated.

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