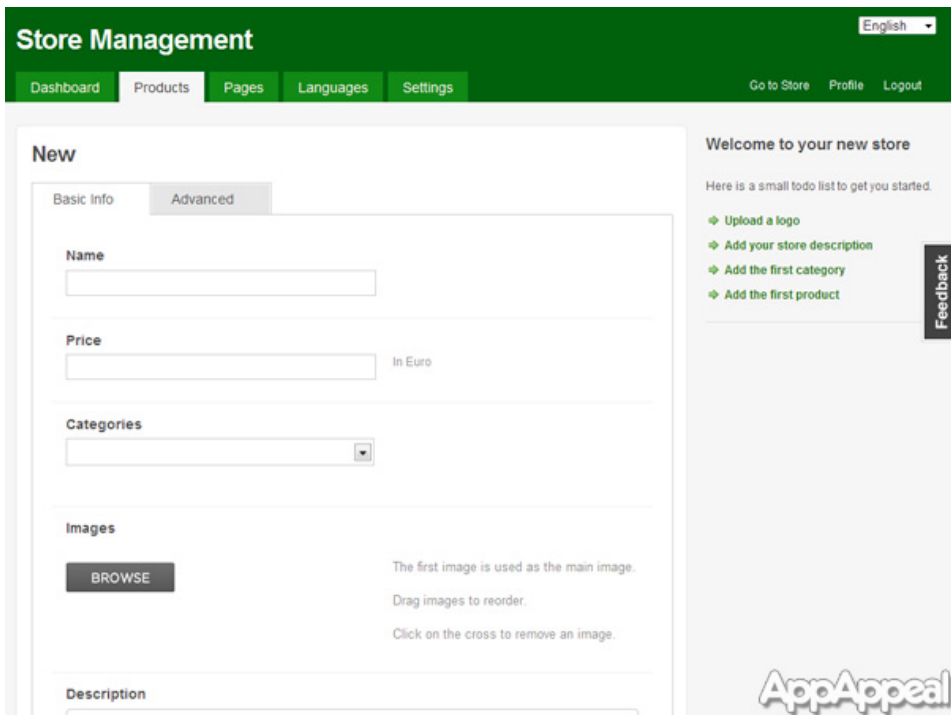




by AppAppeal Editor | 25 October, 2010.

Vendder

Online Store Creator Application



What can you use the app for?

Vendder helps users that want to create and manage their own online store. The features included allow the user to add products, integrate into an existing website, and manage their catalog. Users can customize their accepted payment options to include Paypal, credit cards, bank transfers, check, or any combination they prefer. They can sell in multiple languages and customize the look of their selling tools. Vendder offers all the basic necessities needed to start, manage and improve an online retail website, or a website that offers products along with other features.

What is the history and popularity of the app?

The minds behind Vendder wanted to create a better way for users to set up and manage their ecommerce. The site focused on keeping the process simple and affordable so that even a small business or start up could afford to use Vendder. Aside from a small monthly fee, Vendder has no hefty costs or set up fees. Vendder currently offers users a wide range of helpful tools, from front end customization to back end maintenance and monitoring.

What are the differences to other apps?

Vendder offers users all the basic items they need to get starting selling goods and services online. Since Vendder offers basic, but effective, tools, the application is ideal for a number of industries. No matter what the user is selling, they can offer it up through Vendder features. Since Vendder can be integrated into an existing website and customized, it is easy for the user to create a selling area that looks and feels like their own rather than a third party.

How does the web app look and feel to use?

The look of the Vendder website is very attractive, with an eye-catching green and black color scheme that highlights various areas of the site. Colorful screenshots help visitors get an idea about the functionality of Vendder and how it can help them. That being said, Vendder also provides users with great customization tools so that the actual look of their product and check out pages blends seamlessly with the rest of their website.

How does the registration process work?

A new visitor that would like to become a Vendder member can click the white “Try for Free” button found at the left of the homepage. The user can choose from one of two membership types by clicking the green “Sign Up” button in the corresponding column. The registration form asks for a store name, email address and password. After clicking the gold “Subscribe” button at the bottom of the form, the user is asked to provide Paypal information to complete the process and set up their ecommerce site. Credit card payments can also be made through Paypal.

What does it cost to use the application?

Both membership types are given a two week free trial to start. The less expensive Plus plan runs about \$27 per month and includes up to 150 products, multiple supported languages, full customization options, a custom domain, no transaction fees and support via phone and email. The Bundle plan runs about \$650 per year and includes a custom theme to match the user’s brand as well as tracking tools and one year of the Plus plan. The price is a bit higher, but the two membership options give user a decent range of options to choose a membership that works with their budget.

Who would you recommend the application to?

A small to medium size business looking for a way to improve their ecommerce capabilities, or a website owner that wants to start offering products and services for sale can appreciate Vendder. The application offers a number of helpful features as well as customization that makes it easy to sell without hinting at third party assistance. Vendder is not the cheapest option, but it is more affordable than doing it all alone.

Vendder Features

- Choose from multiple accepted payment methods, including check, Paypal, bank transfer and credit cardsIntegrate Vendder into an existing website seamlessly.
- Build a product selling website themed around a brand.
- Monitor sales and site progress.
- Access multiple support resources, including live chat on the Vendder website.