

Estore has launched the provision of a shopping cart feature in English using "shopserve"

Estore Corporation that is located in Minato Ward, Tokyo with President Kenichi Ishimura at the helm and JASDAQ 4304. They have a comprehensive network mail-order support business, and they released a free English shopping cart on 18th June, 2014, in order to handle their overseas orders as a standard feature of "shopserve", an online ASP service offered by the Company.

The electronic commerce industry continues to expand globally and with the increasing reputation and popularity of Japanese products, 'Made in Japan', an English cart is essential to internet shops in Japan to develop overseas markets.

Internet businesses that use "shopserve" are specialty type online stores which are more like department stores as opposed to shopping mall style online stores. Many specialty Internet stores carry products 'Made in Japan', which "are more expensive but of better quality. The obsession and insistence on good quality and taste of the shop manager are reflected".

We therefore believe that the provision of an English cart will help online store owners to further expand their distribution channels of high-end, good quality products 'Made in Japan' that are preferred by the international market.

▼ shopserve website
<http://sps.Estore.jp/>

Estore Corporation

Name	: Estore Corporation	Business	: Netshop Comprehensive Package (shopserve)
President	: Kenichi Ishimura		Shopping Cart Function (storetool)
Established	: February 17, 1999		Rental Server (siteserve)
Headquarters	: 1-10-2 Nishi-Shinbashi, Minato-ku, Tokyo		Online Shopping Site ("park"), EC (Electronic Commerce) site development agency, EC related seminar planning / launching
URL	: http://Estore.jp/		

Estore is contributing towards the expansion and development of EC in order to provide comprehensive services for the corporation.

Estore Corporation
TEL: 03-3595-2931 Mail: pr@Estore.co.jp
Corporate Communication: Wakana SATO, Hidemi MIYAKE