

ABSTRACT

METHOD AND APPARATUS FOR CONDUCTING ELECTRONIC RETAIL FINANCIAL TRANSACTIONS

The present invention relates to a method and apparatus for conducting electronic retail financial transactions. In particular, the present invention relates to a set of computer executable instructions configured to enable a method and associated apparatus of conducting electronic retail financial transactions for hire purchasing airline tickets, said instructions executing the steps of: a) receiving a request to purchase an airline ticket; b) applying for credit approval from a financial institution networked with a retail store; c) receiving hire purchase account details from the financial institution for loan approval; d) receiving credit approval; e) receiving airline ticket availability information from an airline ticketing system; f) processing a purchase transaction of airline tickets on hire purchase terms including an interest free period greater than 55 days provided by the said financial institution; g) issuing an airline ticket, and h) sending confirmation of airline ticket and travel itinerary to a customer.

[Figure 1]