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MAIL ORDER SALE METHOD

ABSTRACT OF THE DISCLOSURE

The aim is to improve convenience of Japanese catalogues for foreigners. Japanese catalogues are prepared and distributed to foreign purchasers in and out of Japan. On the other hand, a virtual catalogue in which the Japanese catalogues are translated to a language used by the foreigners, such as English, Chinese or Korean is put into a database and registered through an Internet server. Each foreign purchaser accesses the registered server site in the database, opens the virtual catalogue in a desired language, and selects an item of goods by associating the virtual catalogue with the catalogue e.g. by referring to item numbers. In this way, the purchaser can buy goods with better understanding. This improves convenience. On the other hand, for the mail-order sale firm, it is possible to improve the service and also to suppress the sales cost compared with when catalogues in many languages.are prepared and distributed.

Figure 1