

Case Study

Industry: Retail



Client

The customer is a pioneer in retail segment; they are embarking on project to create low cost eCommerce solution where retailers can create online stores for their businesses and manage it with full autonomy.

Executive Summary

The customer wanted a comprehensive eCommerce stores facilitating website that can host multiple entities and provide services on par with stand-alone eCommerce sites.

Synergy Technology services, with proven ability in developing eCommerce stores was given the opportunity to develop the portal.

Technology

- + Apache
- + PHP 5.3 & Yii Framework
- + APC or Memcache
- + SOLR
- + JSON
- + Ajax
- + APOLLO
- + MySQL

Solution

The eCommerce website developed will be fully loaded containing all the features an online store can have and the ease of access to the non tech savvy shop owners.

Features

- + Here the shop owners can customize their online presence with a variety of templates and themes, creating uniqueness for the products they wish to sell.
- + The shop owners can create ads, offers or deals of their own and display them.
- + Shop reviews and customer testimonials will be displayed against each store.
- + Blog posting, reviews and comments on products for each shop listed.
- + Social-media integration.
- + The super admin of the portal will have the rights of permission and approves all the content or shop registration.

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Challenges

- + Creating one of a kind online retail space which can be scaled up as a service in the future.
- + Complex business logic of maintaining and servicing different types of businesses for selling space feasibility.

Business Impacts

- + Comprehensive solution for eCommerce platform, which can be scaled up as a service.
- + On-boarding shops in the simplest way.
- + Occupying retail space with store agility and navigability.

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