Case Study -Ecommerce
Oxamz

Industry Segment
commerce

Country
Dubai, UAE

Language
English

Client Profile

Client is one of the leading general trading company in UAE

Technology & Tools

WordPress
CSS
JavaScript
jQuery
MySQL
Linode

Objective

Oxamz.com is an online website that aims to be the online shopping portal with the broadest range of products available.

Oxamz.com is part of "LAVIVA FZE"—(Laviva is part of a group of companies in the fields of real estate development, real estate management, construction, pharmaceutical, retail pharmacies, E-commerce, marketing, and distribution, trading with experience in dealing with multinational companies and international brands- www.lavivagroup.com)

Business Challenges

✓ As a lot of traffic was expected to visit the website it was important that the e-commerce website design should best able and secure.
✓ The major challenge was to integrate the various requirements of the customer on to one platform while keeping the interface simple for streamlined navigation and enhanced user satisfaction.

Solution

✓ An application was developed by our team which made it possible to host product site for the e-commerce web design.

✓ The application had several in-built features, including the ability to list products categorically, provision for users to give feedback through comments, buttons for social media sharing.

✓ The application allowed users to buy products, opt for daily offers and deals offered by sellers, or even participate in online.

Result

The customer was delighted with the e-commerce website design and the simple user interface it had which enabled easy navigation of the website.

The freshly launched website saw a considerably increase the traffic as well as a jump in sales for the client.