

Case Study -ECommerce

Sanskriti Silk



Industry Segment

Paithani Cosmetic

Country

India

Language

English

Client Profile

Client is one of the most exclusive high-end ethnic wear brand for women, well-known in traditional Paithani Saree.

Technology & Tools

Wordpress
CSS
JavaScript
jQuery
MySQL
Linode

Objective

Sanskriti silk is most exclusive high-end ethnic wear brand for women, showcasing traditional, contemporary & bridal collections that personify the essence of the modern Indian woman.

Business Challenges

- ✓ Due to a significant demand for his products, the client was in need of a robust e-commerce website solution and approached us with the following requirements.
- ✓ The main challenge was to brand Nashik Paithani and marketize allover world.
- ✓ Currency conversion facility is also provided.
- ✓ Delivery all over the world is done which needed a robust logistic system to track all details.
- ✓ Website users should be able to custom design sarees without any hassle.

Solution

- ✓ Users could customize and buy sarees immediately.
- ✓ Fully secure shopping cart and checkout- payment process equipped solutions provided.
- ✓ On demand service to be provided which needed robust and good system,
- ✓ Customer could Click photo and order his demand of his choice.
- ✓ The project was completed and delivered to the client within a few weeks, enabling his online business to hit the ground running.
- ✓ Strategically placed regular updates on the Facebook page and Twitter account.
- ✓ Engaging uniquely with the audience by posting questions.

Result

The success of this project ensured the client's business received a significant boost, along with providing other value-added benefits such as - The client's website was completely SEO ready, as a result of which it is now flourishing in the search engines. The client's web sales have eclipsed his offline sales.

