

# eCommerce Shopping Cart For UK Based Client

[RETAIL – MAGENTO ECOMMERCE – MAGENTO]

## Client Overview

**About Client:** The Client is a U.K. based store which had multiple stores including pharmacies, floral, furniture, etc. The client already had other websites except for the children products & also the client is a new B2C e-commerce venture that is offered many different niche e-commerce sites. Each site is highly specialized with a deep range of products (e.g. desk lamps, hammocks, jewelry boxes etc...). The client website was initially operated in Germany and then expanded into other European countries.

**Requirement Overview:** The client wanted to build a multi store eCommerce website for the children products. The products were till now sold on the stores but they wanted to build the eCommerce website with a shopping cart. There can be multiple websites which can be handled by the single admin.

**Proposed Solution:** SilverTouch proposed Magento Open Source eCommerce multi store website to fulfill client's requirement. This eCommerce website is having a single admin user to manage the multiple websites.

This site is allowing site admin to manage multiple stores, multiple products categories & sub categories, customer management, order management, content management, Gift certificate management, Promotion and Coupons etc. On the other hand frontend users have the features to get registration over the site to purchase any products by browsing different stores. Users are able to purchase multiple items and pay online using ecommerce facilities through this site.

# eCommerce Shopping Cart

## Benefits

1. Website is having Single Admin for Multiple Website and Multi Stores.
2. Website is developed in Multiple Language (English and Dutch) to server wide range of clients.

## Project Description

This is a Magento based eCommerce shopping cart application selling children products. In this application multiple websites handled by single admin. SilverTouch has created 7 sites and stores till now in this project and still continue.

## Objectives

The Project Objectives were:

1. Single Admin Multiple Website and Multi Store
2. Multi Language (English and Dutch)
3. Upgraded version of Magento 2-3 times
4. Custom Featured product module developed
5. Custom Best Seller module developed
6. Custom Brand module developed
7. Custom Supplier module developed
8. Light box implemented for product image view
9. Third party Mundo integration (Used for stock, order and customer synchronize)
10. Channel Advisor implemented

## Project Approach / Activities

The Project was divided into various phases to achieve the best results in less time with optimal utilization of available technology features, capabilities and new enhancements.

**Phase I:** Understand client system requirement approach with the technology platform and create Software design development approach and sent it to client to let them know our understanding.

**Phase II:** Approved design by client has been incorporated into the development.

- Design has implemented into the specific technology platform.
- Started to work on development.

**Phase III:** Development is based on module requirement as per the existing website.

**Phase IV:** Deployment phase has done to the client side.

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## Technology

### Development Platform

Technology	Specifications
Technology & Framework	PHP – Magento Shopping cart
Database	MySQL
Web Server/Hosting Platform	Apache, IIS
Languages	PHP
Operating System	Windows XP

### Deployment Platform

Technology	Specifications
Technology & Framework	PHP – Magento Shopping cart
Database	MySQL
Web Server/Hosting Platform	Apache, IIS
Languages	PHP
Operating System	Linux

## Duration

1. Project total man hours: 2780 Man Hours
2. Project development life cycle: 550 Days

## Results Achieved

Silver Touch fulfilled client's requirement and successfully implemented and deployed application on client server. Today the client has multiple stores running online in various European countries for selling Kid Products.



## Deliver best products, software solutions and services, on time with quality, and as per customer expectations

### About SilverTouch

SilverTouch, a company established in 1992 is widely accepted for its IT solutions with a huge customer base in more than 20 countries across the world.

SilverTouch is actively engaged in Enterprise software development, enterprise content management, document management and IT consulting services such as Business process optimization, process consulting, implementation and customization of ERP. SilverTouch leads brilliantly in new technical developments such as: Mobile Application development services on iPhone, iPad, Blackberry, Android, J2ME and Windows mobile platforms. Even now, SilverTouch helps its global clients for major developments, deployments and managements of their mobility solutions and enterprise application development programs.

SilverTouch has alliance with several industry leaders such as Microsoft, Apple, Cisco, IBM, Oracle, SAP, Java, Dell, VM ware, Symantec, Sonic Wall which provides a competitive edge over other industry peers and targets to understand and cater to all types of requirements that concern our clients, thereby, leading to serve them precisely to their satisfaction.

For more information, please visit [www.silvertouch.com](http://www.silvertouch.com) or email [info@silvertouch.com](mailto:info@silvertouch.com)



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