

E-Commerce Web Store For Specialized Dance Shoe Supplier Australia Based Company

FMCG – ECOMMERCE WEBSITE – MAGENTO

Client Overview

About Client: Client is online store for items like dance shoes, dance wear, bridal and accessories. It is Specialist supplier of Latin & Ballroom Dance Shoes, Latin & Ballroom Dance Wear, Multi genre Dance footwear and Dance Accessories. All shoes from this client come with a lifetime warranty on manufacture.

Requirement Overview: To design and develop a new website for Australian client who is selling different types of dance shoes. All work would be done on **Magento** Open source **Version 1.3.2.4** with **English Language** and **AUD Currency** only.

Proposed Solution: This project is online store for items like dance shoes, dance wear, bridal and accessories. The proposed solution would allow the client to manage the catalog, categories, products, orders, product reviews & rating, newsletters, reports, news, stockiest and customers within single administration panel of the Magento. Client will be able to manage the products with categories or sub categories. Client will be able to manage

CMS-informative pages with the Metadata (Title, Keyword and Description & URL). There will be integration with the eWay payment gateway for handling the e-transaction. Shipment is handled through FREE shipping for order over certain amount and custom handling fee. Customers can purchase online and have dashboard, view orders history, manage profile, address books, profile information and change password. Customers can search for items by keyword or advance search. We have integrated live chatting module using which a Single Operator can chat with customers. Website also has newsletter subscription and management facility so customer can subscribe for newsletters and end client send newsletters to these subscribed users. Customers are able to put an online order for products of their interested.

E-Commerce Web Store

Benefits

1. Client can now access their website and manage products contents + CMS page content.
2. Using the website, customers can place orders in secure environment & client is getting good business.
3. Stockist can login on website and view price with comparative lower price. They have also access to special PDF download section area.

Project Description

Silver Touch has proposed to develop this website in Magento Open Source Code Base- Version-1.3.2.4 with MySQL 4x database. Following tasks has been executed for this project as a part of agreed scope.

- 1. PayPal Integration:** Silver Touch has integrated PayPal in website for payment integration. This is Magento out of the box payment gateway.
- 2. eWay Integration:** This is also one of payment method active on website which allows customers to make payment through eWay payment method.
- 3. SSL Installation & Integration:** Silver Touch has installed and integrated SSL supplied by Godaddy, Inc.
- 4. Video Section Management:** We have done customization so client can add and manage YouTube video which will be displayed on his website.
- 5. Stockist (Wholesaler) Management Section:** Website also has different types of customers called Stockist, who will have comparatively lower pricing than regular retail customers. They will also have access to POS (promotional posters merchandising material) Downloads section + Hot offer Downloads section. Stockist/wholesaler will also be able to order Back Order Item and enter Comment for Order.
- 6. Affiliate Integration:** Website has also developed an Affiliate area using integration of "Post Affiliate Pro" extension.
- 7. Points & Rewards System:** Silver Touch has also created Points & Rewards system for this website using J2T Points & Rewards Magento extension.
- 8. Data Migration:** We have also done PRODUCT data migration for 1879 Product.
- 9. Magento Extensions Integrations:** We have integrated following extensions in this website based on agree scope of work.
 - 9.1. Gallery Images (with JQuery zoom)
 - 9.2. Widget Integration
 - 9.3. Product Slider
 - 9.4. Catalog Sale Item
 - 9.5. Fontis Australia Extension
 - 9.6. J2T Points & Rewards
 - 9.7. Gift vouchers/Gift Certificates
 - 9.8. MagentoLiveChat
 - 9.9. BouncingOrange TinyMCE (WYSIWYG)
 - 9.10. Magento jqZoom
 - 9.11. Scalena News



10. Magento Customization: Based on client requirement, following customization was part of this project scope.

- 10.1. Featured Products + Quick Buy Now Option
- 10.2. Monthly Specials
- 10.3. Facebook share Button
- 10.4. Free Postage over Certain Order Amount
- 10.5. Interactive Shopping Cart
- 10.6. AddThis Social Bookmaking
- 10.7. Enquiry Form

Types of users: This website has following types of users:

1. Front End Users: At front end website, there will be following types of users.

- 1.1. Site Visitor:** This type of user will be able to browse all the CMS managed pages and products on the website. Website will have Register, Forgot Password and Login functionality as well. Guest Checkout is NOT allowed. Site visitors will need to get registered with the site for making purchases.
- 1.2. Registered Customers:** This type of users will have their personal login information in order to login in the website. This type of user will be able to interact with the website in different manners like, make a purchase, view past orders, re-order, manage address book, changes password and access My Account section.
- 1.3. Wholesaler Customer:** Website also has facility for stockiest (wholesaler). These stockiest types of users can register but need approval from admin. They can have different pricing (lower pricing) than regular customers and also with different payment and shipping method.

2. Back End Users: At back end website, there will be following three types of users.

- 2.1. Super Admin:** This type of user will ONLY be one user. This admin user will have full access to all features and functionalities of the website. This user will be able to manage the websites with all different modules mentioned in this scope of document.

Objectives

- 1. To make **user friendly website** so user can stay longer time on website and purchase something.
- 2. To integrate different payment gateway like eWay + PayPal through **secure environment** which make customers confident for placing orders on website. This website has been secured through SSL.
- 3. To make such website that client can **manage** their **business effectively** and provide better service to client.

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Project Approach / Activities

The Project was divided into various phases to achieve the best results in less time with optimal utilization of available resources.

1. **Phase I:** System Requirement Study
2. **Phase II:** Design Preparation & Integration + Content Integration
3. **Phase III:** Magento Implementation + Customization + API Integration.
4. **Phase IV:** PayPal, PayPal Express Checkout, SSL Installation
5. **Phase V:** Testing all features and making deployment plan.
6. **Phase VI:** Go Live.

*The website has been developed from the scratch.

Technology

Development Platform

Technology	Specifications
Technology & Framework	Magento-1.3.2.4
Languages	PHP 4+
Operating System	Windows XP / 7
Database	MySQL 4x
Web Server	Linux Server

Deployment Platform

Technology	Specifications
Technology & Framework	Magento-1.3.2.4
Languages	PHP 4+
Operating System	Linux
Database	MySQL 4x
Web Server	Linux Server

Duration

1. Project Actual Efforts: 1614 Man Hours
2. Project Life Cycle: 201 Days

Results Achieved

1. Client is now making good business and they are also able to manage all business effectively.

E-Commerce Web Store

Key Challenges

1. Stockist Area Custom Development:
2. Product Data Migration
3. Video Gallery Custom Development.
4. Post Affiliate Pro Extension Integration.
5. eWay Payment Gateway Integration.

Project Flowchart



Speak With Us 1 800 30 89 08

My Vivaz Dance Store | My Account | My Orders | My Wishlist | My Cart

LOGO

FREE SHIPPING
FREE DELIVERY
FREE DELIVERY
FREE DELIVERY

110% OFF
110% OFF
110% OFF
110% OFF

FREE SHIPPING
FREE DELIVERY
FREE DELIVERY
FREE DELIVERY

Save. Shop. Dance. Shoes. & More.

100% Satisfaction Guarantee. 30 Day Return Policy. 100% Secure.

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Vivaz Dance

The Perfect Dance Partner

Dance Shoes That Won't Let You Down

- Engineered by Australian Dance Shoe Experts. The best.
- Designed by dance professionals.
- Best looking where it counts.
- Available in all sizes & colors.
- Free shipping & returns.

What Our Customers Are Saying

"My husband and I have been dancing for over 10 years. We have tried many different brands of dance shoes, but we have never found a pair that we like as much as the Vivaz shoes. They are comfortable, stylish, and they last a long time. We highly recommend Vivaz shoes to anyone who is looking for a good pair of dance shoes."

— Jane D.

— Vivaz Dance

View more

WOMEN'S DANCE SHOES | LATEX SHOES | BALLET DANCE SHOES | SALSA SHOES | MEN'S DANCE SHOES | DANCE SNEAKERS

We stock a range of Latin, Ballroom & dance fitness products larger than anyone else on the web!

DANCE WEAR | WOMEN'S DANCE WEAR | MEN'S DANCE WEAR | DANCE ACCESSORIES | DANCE BAGS

View more

View more

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View more

View more

Need Help?



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.

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