Online eCommerce Website
For
UK Based Golf Products and Accessories Retailer

[SPORTS – ASP.NET 4.0]

Client Overview

About Client: A U.K based online retailer is selling over 1000 of golf related products and accessories. The website is an online portal for all golfing accessories for their buyers.

Requirement Overview: Client wanted to develop robust and user friendly website application for selling golf related products and accessories through online store. The store would be selling all golf related items such as clothes, equipments, accessories and various products to their buyers at flexible prices range along with different best deals.

Proposed Solution: Silver Touch has provided solution to the client based on Asp .Net framework 4.0. The application consists of two major parts. The front end is a customer centric e-commerce site. There are various categories of products displayed along with other sections such as news, videos, blogs, articles etc. All of these are related to Golf and Golf equipments. The front end content is supported by the back end and is refreshed on a frequent basis for news, videos, reviews etc. This enhanced ecommerce site is displaying with

many more new features within their back end system more robust, hassle free for operators, able to add AI for stock, order processing and deliveries.

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Benefits

1. Website will helpful to visitors to buy products using online store.

2. User will able to view number of different products under the categories on the web portal and also search products by entering keyword.

3. Website user will get benefit of SEO friendly access of the site.

Project Description

A U.K based retailer shop which is selling 1000 of golf products and accessories using online store. The actual aim of client is to provide a one stop shop for all golfing requirements via their retail shops using this e-commerce functionality.

The back end is developed to support the front end. The back end application is developed in ASP.Net using .net framework 3.5. The back end consists of the following modules:

1. **Order Processing:** The order goes through various processes before it is finally dispatched. There are various checks performed on the order such as Fraud check, Margin check, courier check, stock allocation check and payment check.

2. **Dispatch Queue:** Once the order passes through these checks, it is moved to the dispatch queue where the items are picked from the various warehouse locations, packed, consignment created and dispatched. The consignment creation is automated using **Metapack services** and there is also a facility of manually adding the consignment and printing labels.

3. **Returns:** The products received can be returned by the customer by entering an online returns form and then sending the goods to be returned. The customer has options of receiving an exact replacement, exchange products, Gift vouchers or refund.

4. **Redemptions:** There are various modes of redemption such as points, gift vouchers etc. The customer is awarded loyalty points for being a loyal customer based on orders and also for referral. Points are also awarded for useful reviews for the products on the site. These points can be redeemed for cash on the front end site.

5. **Inventory:** The inventory management is extensively built using the best practices for maintaining the ROL, ordering goods, receiving the goods in and the various reports. The activities of each item is maintained on an in and out basis and a stock reconciliation is performed every day. There are systematic processes and workflows in place for transferring the goods from one location to another and adjusting the goods quantity due to damage or goods being lost.

6. **Site maintenance:** The front end site is maintained using various screens to update the products. The products are updated for images, descriptions and other CMS related data.

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Objectives

The project objectives are as follows:

1. Required to develop two types of web based applications such as eCommerce Platform and another for customized ERP solution.

2. To make SEO friendly eCommerce site.

3. Technology changes due to some constraints (Project initially started on PHP technology platform, after change technology now it's running on .Net platform).

4. Required to have AI implementation with the purpose to update receipts automatically against purchase order, generate PO based on stock location and minimum quantity.

5. To process order based on priority, find courier on best shipping rates & shipping dates, fraud check and split deliveries.

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:** Analysis the System Flow, database design and dependable entities. Review risk points of database and application.

2. **Phase II:** Create new applications Web, converting existing Badea desktop Oracle reports to web reports.

3. **Phase III:** Testing all features and making deployment plan.

4. **Phase IV:** Setup of testing environment (same as the production environment) and creation of same workload as production environment

Technology

Development Platform

Technology	Specifications
Technology & Framework	.NET Framework 4.0
Languages	ASP.NET
Database	SQL Server 2005 Enterprise Edition
Operating System	Windows XP
Web Server/Hosting Platform	IIS 7.5

Deployment Platform

Technology	Specifications
Technology & Framework	.NET Framework 3.5
Languages	ASP.Net
Database	SQL Server 2005 Enterprise Edition
Operating System	Windows XP
Web Server/Hosting Platform	IIS 7.5

Duration

Project Development Life Cycle: Project started on January 2010, ongoing project

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Results Achieved

1. Golf online application is live in use and running successfully and productively in to the U.K. market.

2. This website currently being used by Golf players to buy number of items from the website.

Screens

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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