

# eCommerce Website for Perfumes

**Client:** UAE Based Client

**Client Vertical:** FMCG/Consumer Durables

**Project Type:** Online eCommerce Store

**Technology Used:** Magento, PHP, MySQL

## Client Overview

**About Client:** Client is based in UAE, selling perfumes products across the country. Today the client has more than 42 outlets in United Arab Emirates and GCC Countries.

Client is characterized by the manufacturing of outstanding high quality products, and offers a huge selection of Arabic and French mixture perfumes, Dukhoons, Agar Wood, Mukhallatat, Oil & Blends, Fabric Perfumes, Creams, Mabkharas, Perfume Bottles & Gift Items.

## Requirement Overview:

Client's requirement was to develop an eCommerce website in order to extend their current selling of perfumes, creams, and attar to encompass and facilitate online sales. Website should implement modern shopping cart with online payment functionality. Client required product image slider, promotional products, offers & discounted products on the website.

Following were the major requirements of client:

1. Login and registration functionality for end users to place the order
2. Two types of searching functionality:
  - 2.1 Normal search by product name
  - 2.2 Advanced search by category and price
3. Display nearest local store on Map, based on end

user's IP address

4. Multi lingual (Arabic and English) website
5. Smartphone and iPhone compatible website
6. E-mail integration for sending product details to users' friends
7. Product wise Stock Inventory
8. Management of Orders, stock, products categories & products, out-of-stock products, end users accounts, and offers
9. CMS Page management by administrator

Client also required following extra features in the website:

1. Wish list functionality for future purchase
2. Newsletter functionality for registered users
3. Integration with social networking site Facebook and Twitter
4. Authorized users will be able to share product details on social networking websites
5. Single currency option in AED format

## Proposed Solution:

Silver Touch proposed the website to be developed in Magento open source platform with PHP as frontend and MySQL as backend. Custom java script based functionality was developed for home page banner management and CMS functionality for static pages, managed by the administrator.

Silver Touch has also proposed integration with MigsVpc server for payment gateway and 3rd party integration

# eCommerce Website for Perfumes

with MigsVpc server for payment gateway and 3rd party integration with social networking sites (Facebook and Twitter).

Along with that we have proposed following extension for client's specific requirements:

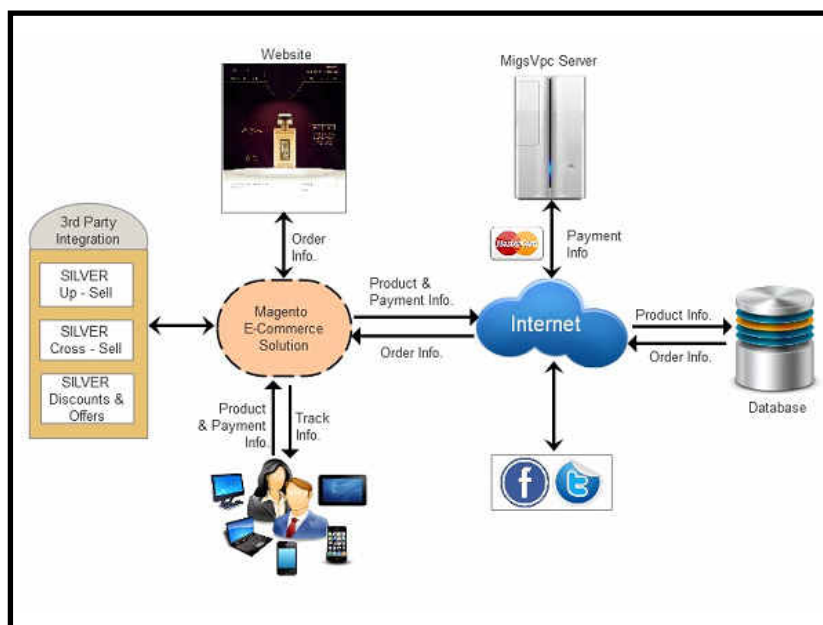
Extension Name	Description
SILVER Up-Sell	Displays multiple “Up-selling” Products for various main products based on country and state wise.
SILVER Cross-Sell	Displays Cross-sell products to front end users in list or grid view based on location.
SILVER Discount & Special Offers	Displays all offered products simultaneously and also contains special priced products.
iPhone Theme (Smartphone/TabletCompatibility)	Makes website compatible with Blackberry, Android OS, and Windows Phone as well.

## Benefits

1. Multiple branded products with various price range available on single site
2. Advanced search functionality
3. Availability of shipping discount based on customer's location
4. Easily find nearest store on Google map
5. Secure online payment facility through credit and debit cards
6. Easy to import/export the orders and stocks
7. End user can easily share product details to his friends on social networking sites such as Facebook and Twitter

## Application Architecture & Project Description

### Application Architecture



# eCommerce Website for Perfumes

## Project Description

eCommerce website is developed to sell perfumes, creams, and attars online in worldwide markets. Website is developed using Magento open source platform with MySQL as backend. End users can search the products and add to the shopping cart. Once the shopping is completed the user has to checkout by authenticated login.

Website is integrated with extensions of Discount & Special Offers, Up-Sell, and Cross-Sell. Up-sell extension is providing list of up-selling products. And cross-sell is providing list of related products on the website.

Administrator is having facility to manage the orders, stocks, products and its categories, out-of-stock products, end users accounts, offers and CMS pages. With the help of analytics tool, administrator can easily analyze the regular customers and most selling products on the website.

The website includes following key functionality:

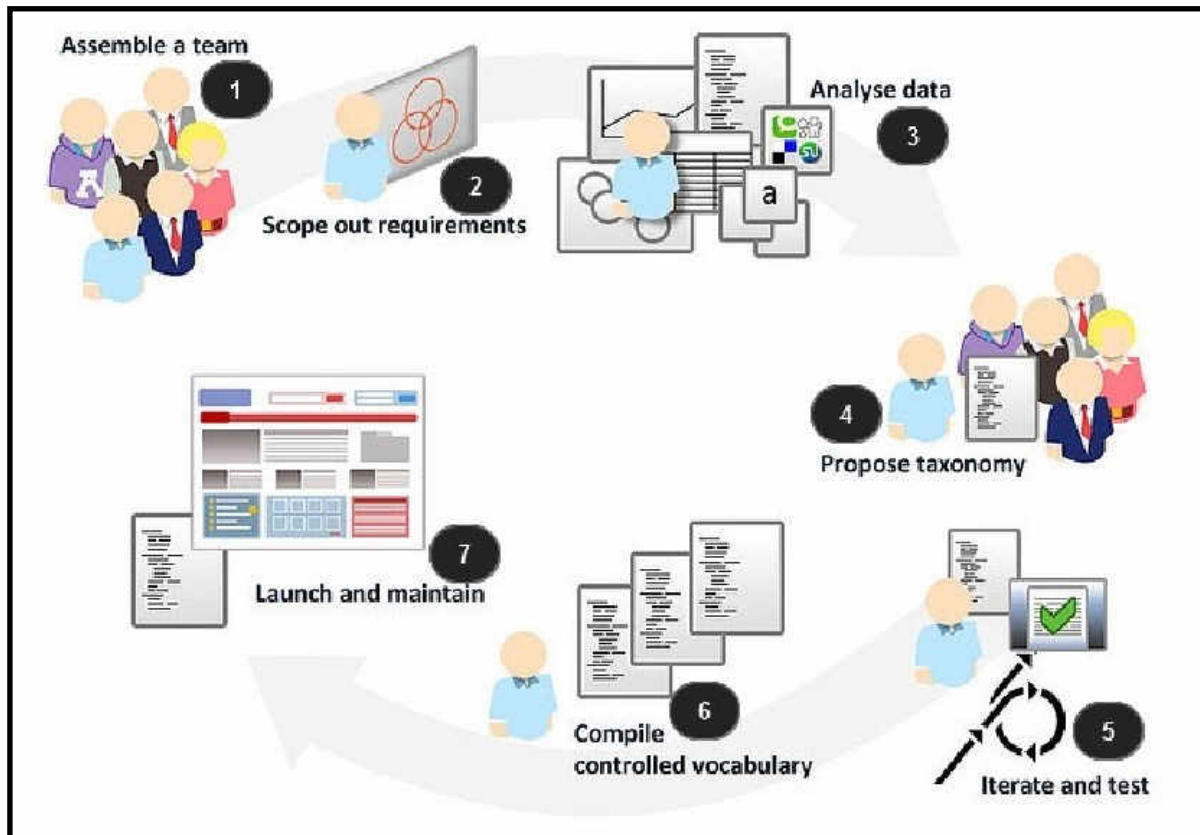
1. Store Locator Functionality
  - a. Displays nearest client's physical stores based on user's IP address
  - b. Users can also search stores as country and state wise
2. Wish list Functionality
  - a. Registered users can add products in wishlist for future purchase
  - b. Transfer wishlist products into shopping cart
  - c. Users able to share wishlist to friends via email
3. Share product details to friends via mail and social networking website
4. Site visitors able to access News and static CMS pages managed by administrator
5. Registered users manage newsletter subscriptions, account information & address book for shipping and billing addresses
6. Website is compatible with iPhone, Blackberry, Android, and Windows browsers

## Objectives

1. To develop the website in multi language (Arabic and English)
2. To integrate Google API for nearest store locator and payment gateways for online payment
3. To integrate Silver Up-Sell, Silver Cross-Sell and Silver Discounts & Special offers extension with the website
4. To provide multiple discount structure
5. To share product details with friends via E-mail or social networking sites
6. To secure online payment processing on website
7. To integrate the theme that supports iPhone, android, blackberry and windows interface

# eCommerce Website for Perfumes

## Project Approaches / Activities



## Technology

### Development Platform

Technology	Specifications
Technology & Framework	Magento 1.4
Languages	PHP 5.x
Database	My SQL 4x/5x Server Database
Web Server/Hosting Platform	Apache
Operating System	Windows 7

### Deployment Platform

Technology	Specifications
Technology & Framework	Magento 1.4
Languages	PHP 5.x
Database	My SQL 4x/5x Server Database
Web Server/Hosting Platform	Apache
Operating System	Linux

# eCommerce Website for Perfumes

## Duration

1. Project Man Hours: 930 Man Hours
2. Project Life Cycle: 6 months

## Key Challenges

1. Integration with Google Map API for Store Location Functionality
2. Integration with MigsVpc payment gateway for secure online payment through Mastercard

## Results Achieved

1. Shopping cart based e-commerce portal with secure online payment
2. Increased in sales with increased customers
3. Client can add extra shipping discount for customers
4. Customers are able to customize quantity of the product
5. Users easily get latest product updates via e-mail by subscribing Newsletter
6. Customers can easily access special offers and news
7. Easy & quick product search by type and price

## Screenshots



SEARCH

COMPANY  
LOGO  
الاسم الملكي للمطور  
The Royal Name of Perfumes

LANGUAGE:  

REGISTER MY ACCOUNT 0 ITEMS  LOG IN

Products Offers Outlets

About News Contact Us

PERFUMES

Your selection:

BROWSE BY CATEGORY

BROWSE BY PRODUCTS

BROWSE BY PRICE



### Yas Al Malaki

A Royal alluring fragrance inspired from the exclusive and unique ingredient Oud that is created extremely specifically to match the indigenous taste of fine Dahn Al Oud connoisseurs and caters. Yas Al Malaki has a Dark juice, enigmatic, charismatic and moody; YAS AL MALAKI reveals a strong and dark Oud note filled with a mysterious smoky note with an addictive fragrance, a weapon of mass...More

Continue»

Zayed

Musk Yas

Rawdah


Yas Al Malaki






SEARCH

COMPANY  
LOGO  
الأسمر الملكي للخطوط  
The Royal Name of Perfumes

LANGUAGE: 

REGISTER MY ACCOUNT 2 ITEMS  LOG IN

Products Offers Outlets



About News Contact Us

SHOPPING CART

Mabkhara was added to your shopping cart.

Update Shopping Cart

Clear Shopping Cart

PRODUCT	UNIT PRICE	QTY	SUBTOTAL
 Yas Al Malaki	AED 600.00	1	AED 600.00
 Mabkhara	AED 150.00	1	AED 150.00

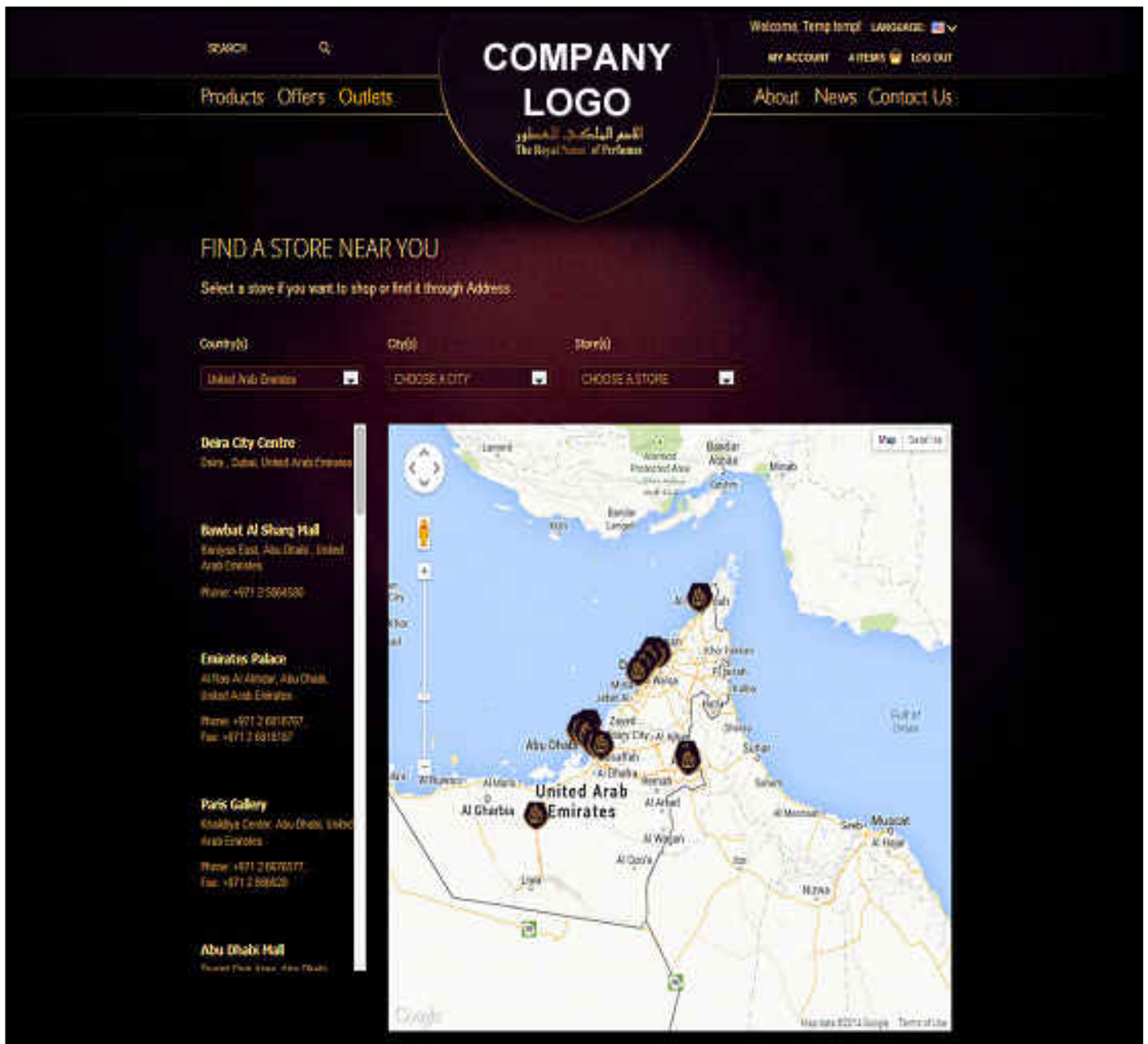
SUBTOTAL AED 750.00

GRAND TOTAL AED 750.00

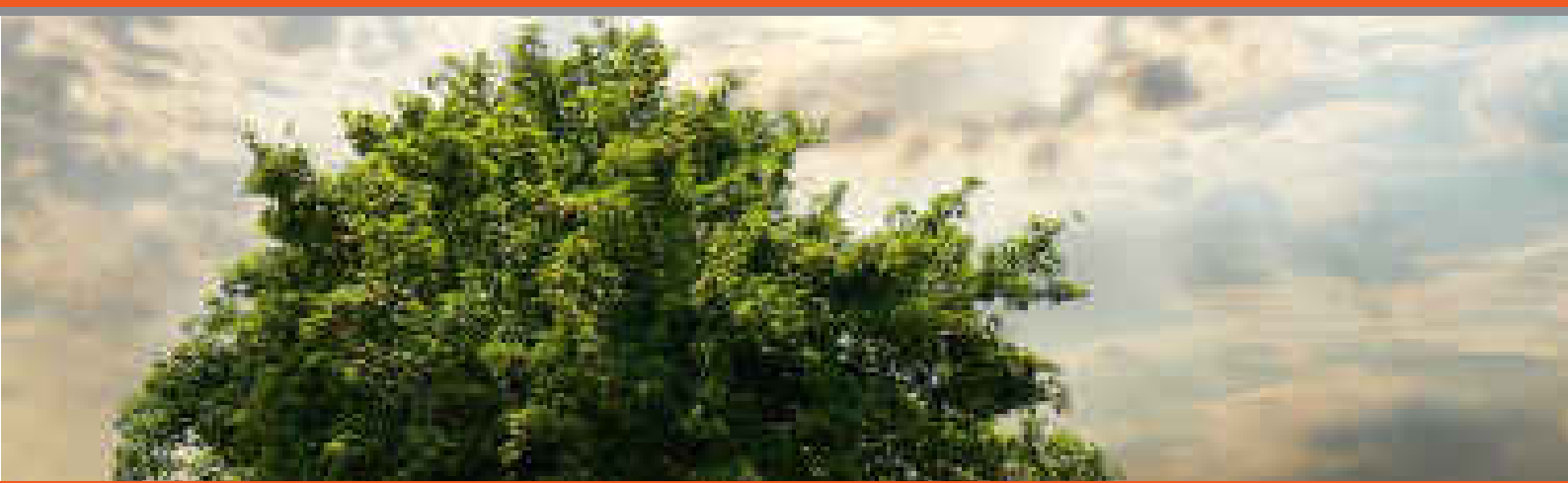
\* Shipping charges apply

Continue Shopping

PROCEED TO CHECKOUT







**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)



**India Headquarter**  
SilverTouch Technologies Limited  
2nd Floor, Saffron,  
Nr. Panchwati Circle,  
Ahmedabad-380 006.  
Phone : +91 - 79 - 2656 31 58  
E-mail : [info@silvertouch.com](mailto:info@silvertouch.com)  
Web : [www.silvertouch.com](http://www.silvertouch.com)

**United Kingdom**  
SilverTouch Technologies UK Limited  
Essex Technology & Innovation Centre,  
Unit 7, The Gables, Ongar - CM5 0GA,  
United Kingdom  
Phone : +44 - (0) 127-736-4689  
E-mail : [info@silvertouchtech.co.uk](mailto:info@silvertouchtech.co.uk)  
Web : [www.silvertouchtech.co.uk](http://www.silvertouchtech.co.uk)

**North America**  
SilverTouch Technologies INC  
497 Route 27,  
Iselin, NJ 08830  
United States  
Phone : +1 201 299 3529  
E-mail : [info@semaphore-software.com](mailto:info@semaphore-software.com)  
Web : [www.semaphore-software.com](http://www.semaphore-software.com)

© copyright 1992-2014 all rights reserved. Property of SilverTouch Technologies Ltd.

**INDIA • UK • USA • NETHERLANDS • AUSTRALIA • FRANCE • GERMANY**