

# Multi Store eCommerce Portal For U.K. Based Client

[FMCG/CONSUMER DURABLES – ECOMMERCE PORTAL – MAGENTO, MULTI STORE, PHP, MYSQL]

## Client Overview

**About Client:** The client is a MNC with headquarters in India. The MNC is in manufacturing and supply of Textiles products worldwide. Client has physical stores in various countries. Client has an effective and wide distribution channel for selling products worldwide. Their major products are Towels, Bath mats & Rugs, Bathrobes, Bed Sheets, Cushions, Duvets and Pillows etc.

The client is one of the official dealers of the iconic Wimbledon Tennis Championships - one of the biggest tennis grand slams of the year. The collection of sports towels - regular towels, face towels, fan towels and beach towels, are exclusive merchandise of Wimbledon championships.

**Requirement Overview:** Client required to re-develop their website for UK and Germany which was previously developed using ASP.NET framework. Client required multi-store web portal for selling Terry Towel and other Home Textiles online. Client wanted shopping cart and online payment functionality separately for each store. Website should have image slider, promotional products, offers & discounted products in all web stores.

Following were the major requirements of client:

1. Multi store websites to be managed by single administrator.
2. Login and registration functionality for end users to place the order.
3. List of alternative and recently viewed products with advanced search.
4. Currency auto change based on end user's IP address.
5. Filters for the products by price/color group/product type/size with sorting and paging functionality.
6. Display nearest local store on Map based on end user's IP address.
7. Smartphone and tablet based theme.
8. Orders, stocks, products and its categories, out-of-stock products, end users accounts, offers and content of static pages management by administrator.
9. Stock availability for each product's brands, types and colors for end user.

Following were the general requirements of client:

# Multi Store eCommerce Portal

1. Wish list functionality for future purchase.
2. Newsletter functionality.
3. Integration with Facebook and Twitter.
4. Zoom-in and out with repositioning of product image.
5. Multi lingual – English and German.
6. Feedback/Review posting of products.
7. Website heritage, career and blog functionality.
8. Redesigning of Blog feature.

**Proposed Solution:** Silver Touch proposed developing the website using Magento open source platform as Magento provides many default functionalities for e-commerce website. Silver Touch has proposed MySQL as backend. Silver Touch has proposed custom java script for home page banner management and CMS functionality for static pages, managed by the administrator.

Silver Touch proposed following 3rd party ready extensions to accommodate client's requirement:

Extension Name	Description
Currency Auto Switcher + GeoIP Location	Enables multi-currency stores to automatically switch store currency for visitor based on visitor's IP address.
UK Postcode Address Finder	Look up customer addresses from their Postcode at Checkout.
Product Color Swatch	Show configurable product with thumbnail in different swatches of colors.
Google Maps-Store Locator	Find nearest stores on Google Map and shop over there.
Out of Stock Notification	Out of stock notification notifies customers whenever "Out of Stock" product is back to "In Stock".
eBay/Amazon Integration	Fully integrate store into eBay & Amazon store.
Layered Navigation Pro	Enables customers to shop and filter by multiple attributes in a category. Great for SEO.
Product Labels	Creates and manages smart labels for products easily.
Abandoned Carts Alerts Pro	Sends abandoned cart alerts automatically. Sends reminders to guests also.
MailChimp integration	Analyzes order data, automates retention marketing.
Smartphone and Tablet Theme	A native looking mobile theme for the iPhone, iPad, Android, Blackberry, Windows 7, Palm, Kindle and more.
Social Booster Extension	Customers can share products in the world-wide most popular social networks just in 1 click.

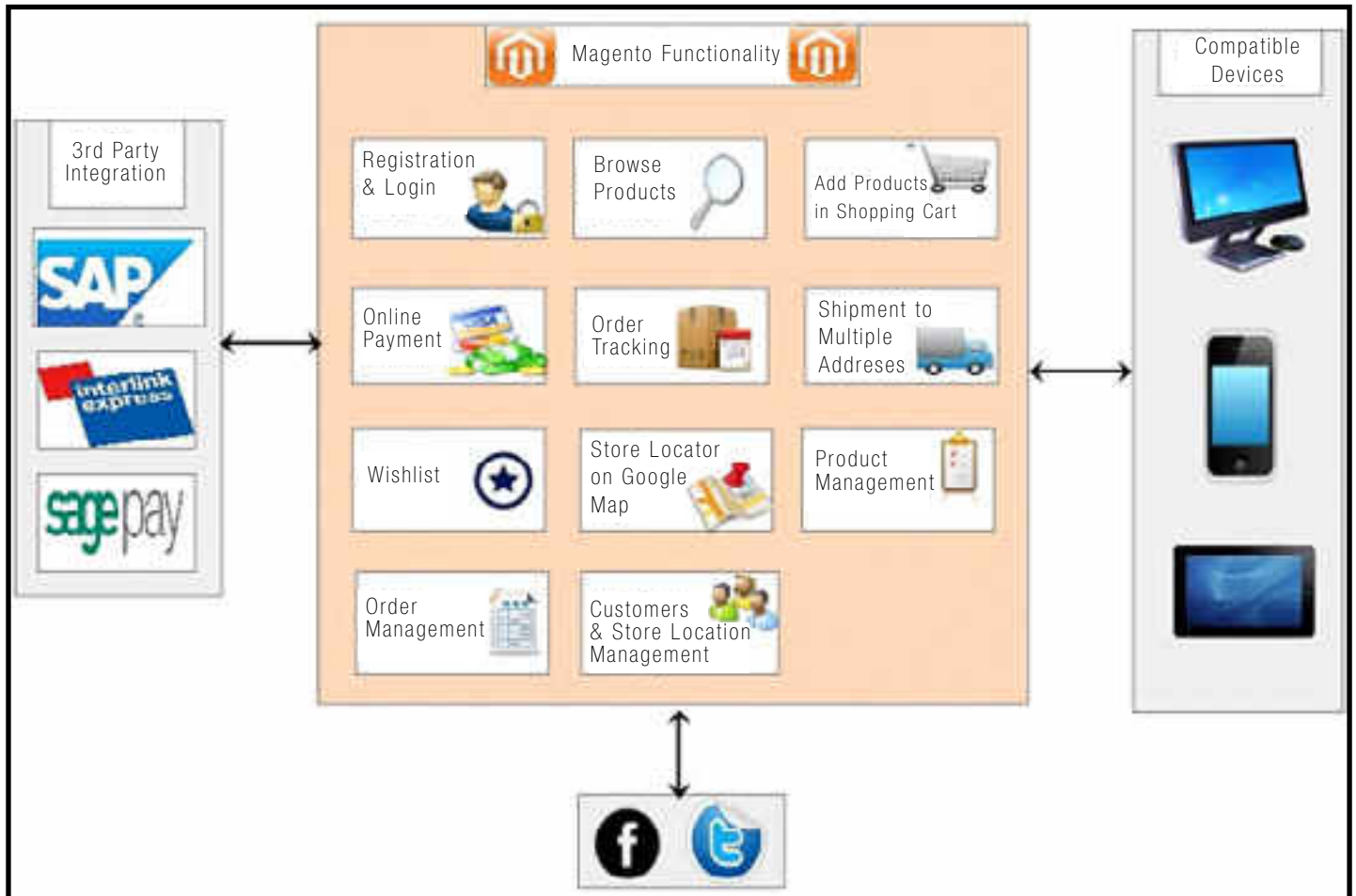
## Benefits

1. Multiple type, style and color combination of home textile products are available on multi-store site.
2. Easily locate nearest store on Google map.
3. Discount offers on multiple products.
4. Roles and privileges are managed easily.
5. Online payment facility through PayPal, Google Checkout or SagePay payment gateways.
6. Easy to import/export the orders and stocks.
7. Product filtering by price, type, size & color.

# Multi Store eCommerce Portal

## Project Architecture & Description

### Application Architecture



### Project Description

The multi store ecommerce website was developed to sell Terry Towel and other Home Textiles products online. Website was developed using Magento open source platform with MySQL as backend. In this application multiple websites can be handled by single administrator. Silver Touch has created three sites and stores which covers all requirements of client.

End users can search the products and add to the shopping cart. Once the shopping is completed the user can check out by authenticated login. Silver Touch has implemented auto currency switcher based on IP Location of end users. Portal will notify the customers whenever "Out of Stock" product is back to "In Stock".

End users can pay online through PayPal, Google Checkout or SagePay payment gateway. Advanced Search functionality is available for end-users. Website provides available color and type options with image auto-preview functionality.

Website also displays client's nearest store on Google map by end user's IP address. End user can also search nearest store by

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zip code. Administrator can manage the orders, stocks, products and its categories, out-of-stock products, end users accounts, offers and CMS pages.

The multi store website is available in two languages-English & German. With the help of analytics tool, administrator can easily analyze the regular customers and most selling products on the website. The website is compatible with iPhone, iPad, android and tablet interfaces.

## Objectives

1. To develop a Multi Store website managed by single administrator.
2. To develop the website in Multi Language (English and German).
3. To integrate the theme that supports Smartphone and Tablet.
4. To integrate Google API with GeoIP for nearest store locator and payment gateways for online payment.
5. To implement zoom in-out functionality with product image auto-preview.
6. To implement Product Color Swatch for displaying color variety of products.
7. To display available stock as per product types and colors.
8. To secure online payment processing on website through client provided SSL.

## Project Approach / Activities

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

**Phase I:** System requirement Study document and re-estimation

**Phase II:** Extension checking for compatibility (Payment Gateway)

**Phase III:** Preparation of Wireframe of the entire site

**Phase IV:** Designing

**Phase V:** Development & Design Integration

**Phase VI:** Testing

**Phase VII:** Deployment and provide documentation

## Technology

### Development Platform

Technology	Specifications
Technology & Framework	Magento 1.7.x
Database	My SQL 5.0 Server Database
Web Server/Hosting Platform	Apache 2.0
Languages	PHP 5.x
Operating System	Windows XP

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## Deployment Platform

Technology	Specifications
Technology & Framework	Magento 1.7.x
Database	My SQL 5.0 Server Database
Web Server/Hosting Platform	Apache 2.0
Languages	PHP 5.x
Operating System	Linux

## Duration

1. Project Man Hours: 1945 Man Hours
2. Project Life Cycle: 8 Months

## Key Challenges

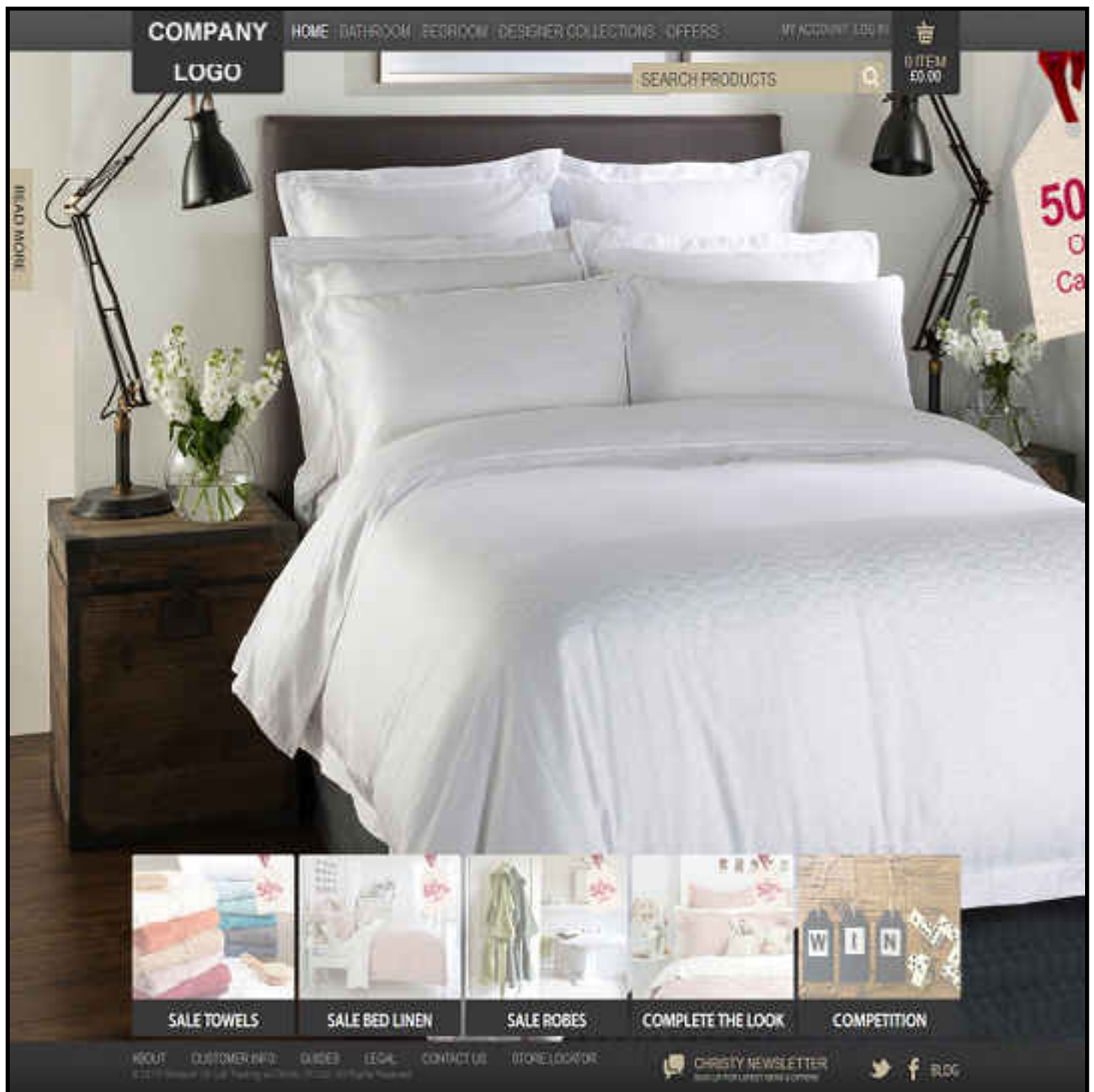
1. Integration with Google map API for store locator.
2. Product Color Swatch integration for presenting available color shades of the product to end users.
3. Implement Auto Currency Switcher based on end user's IP address.
4. SAP Integration for importing and exporting CSV files.
5. Integration with Postcode Anywhere for address auto-finder.
6. Existing Data Migration: Data Migration covered following:
  - Products: 27,000
  - Orders: 10,000
  - Customers: 25,000

## Results Achieved

1. Sales increased considerably as user engagement increased.
2. Better and easy User Experience (UX) / User Interaction (UI).
3. Shopping cart based e-commerce portal with secure online payment.
4. Currency is changed according to end user's IP address.
5. Orders and products management of all three websites is done by single administrator.
6. Site visitors can post the review/feedback about products.
7. End users can easily find out discounted and popular products on site.
8. With the help of multi store website, client acquired large customer base across UK and Germany.

# Multi Store eCommerce Portal

## Screen Shots



# Multi Store eCommerce Portal

**COMPANY**  
**LOGO**

HOME | BATHROOM | BEDROOM | DESIGNER COLLECTIONS | OFFERS

MY ACCOUNT | LOGOUT

0 ITEM  
£0.00

SEARCH PRODUCTS

**FIND A STORE NEAR YOU**  
Select a store if you want to shop or find it through Address

Search By City / Post Code

Store(s)

GO

CHOOSE A STORE


[CLICK HERE FOR 46 STORES](#)

**Cheshire**  
36 Bridge Street, CH1 1ND, Cheshire, United Kingdom  
Phone: 01246 343780

**Wolverhampton House of Fraser**  
1578 Victoria Street, WY1 3PQ, Wolverhampton, West Midlands, United Kingdom  
Phone: 01902 423171

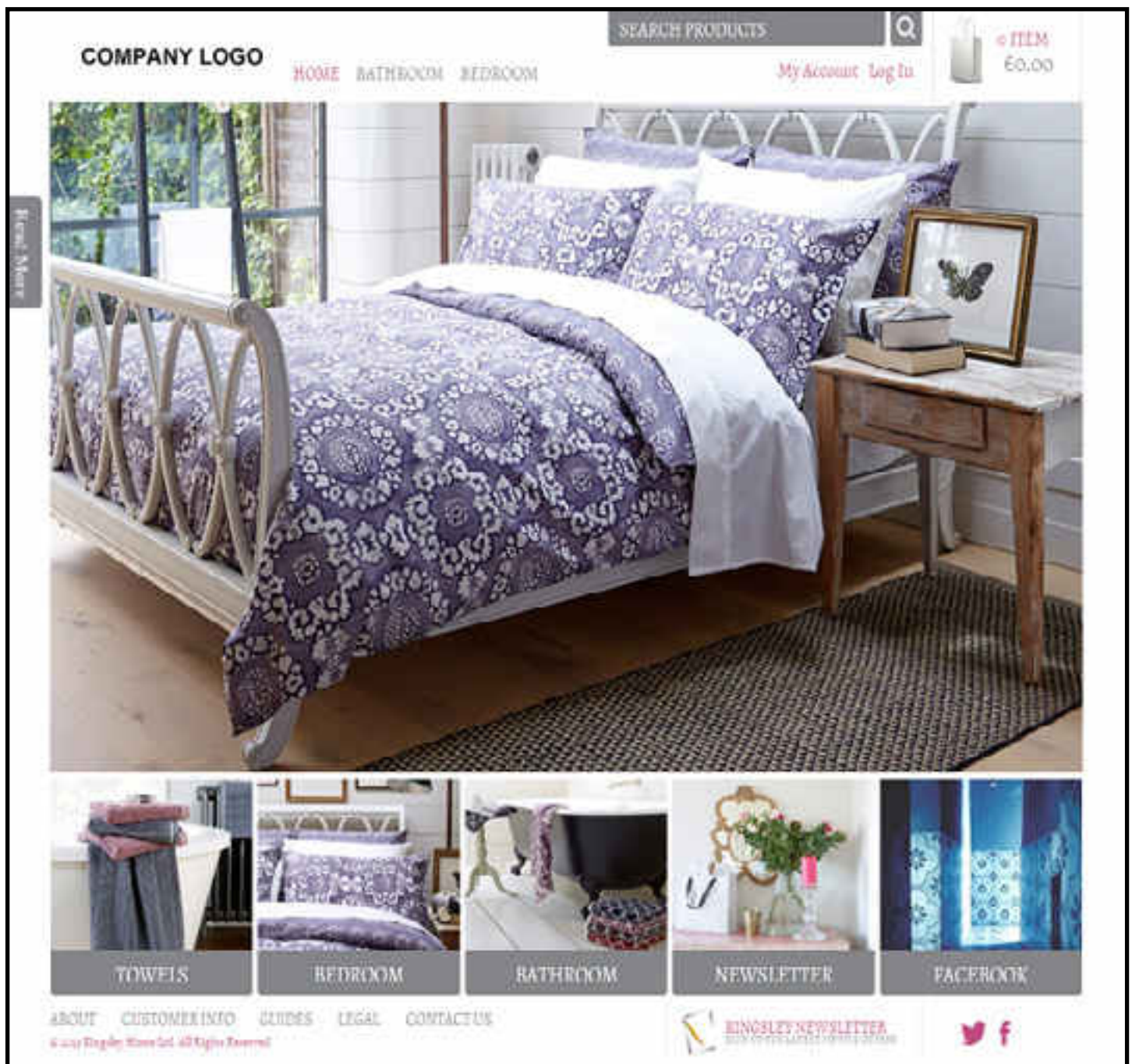
**Letchworth Spa House of Fraser**  
7988 The Parade, SG8 4QA, Letchworth Spa, Hertfordshire, United Kingdom  
Phone: 0344 8333738

**Salford House of Fraser**  
Market Road, M6 3DU, Salford, West Midlands, United Kingdom





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The screenshot shows the Christy website's product page for 'Agent Provocateur Glossy Silk Bed Linen'. The background features a close-up of a vibrant red silk duvet cover and pillows. On the left, there are four small thumbnail images showing different color options for the bedding.

**Navigation Bar:**

- COMPANY LOGO
- HOME / BÄTTZIMMER / BEDROOM / DESIGNER COLLECTIONS / ARTISTS
- WIRTSCHAFTSGRUPPE HELLGUT
- SUCHEN PRODUKT
- KARTEN € 0,00

**Product Selection Area:**

Auswahl	Größe	Farbe	Menge	Preis
Duvet Cover	Select	Antique White	Appliqué	219,90 €
Pillowcase	Select	Antique White	Appliqué	53,25 €
Fitted Sheet	Select	Antique White	Appliqué	110,23 €
Flat Sheet	Select	Antique White	Appliqué	171,57 €

**Product Description:**

**Agent Provocateur Glossy Silk Bed Linen by Christy**  
 Made with 100% silk this elegant minimalist elegant silk collection will add a touch of style to any bedroom.

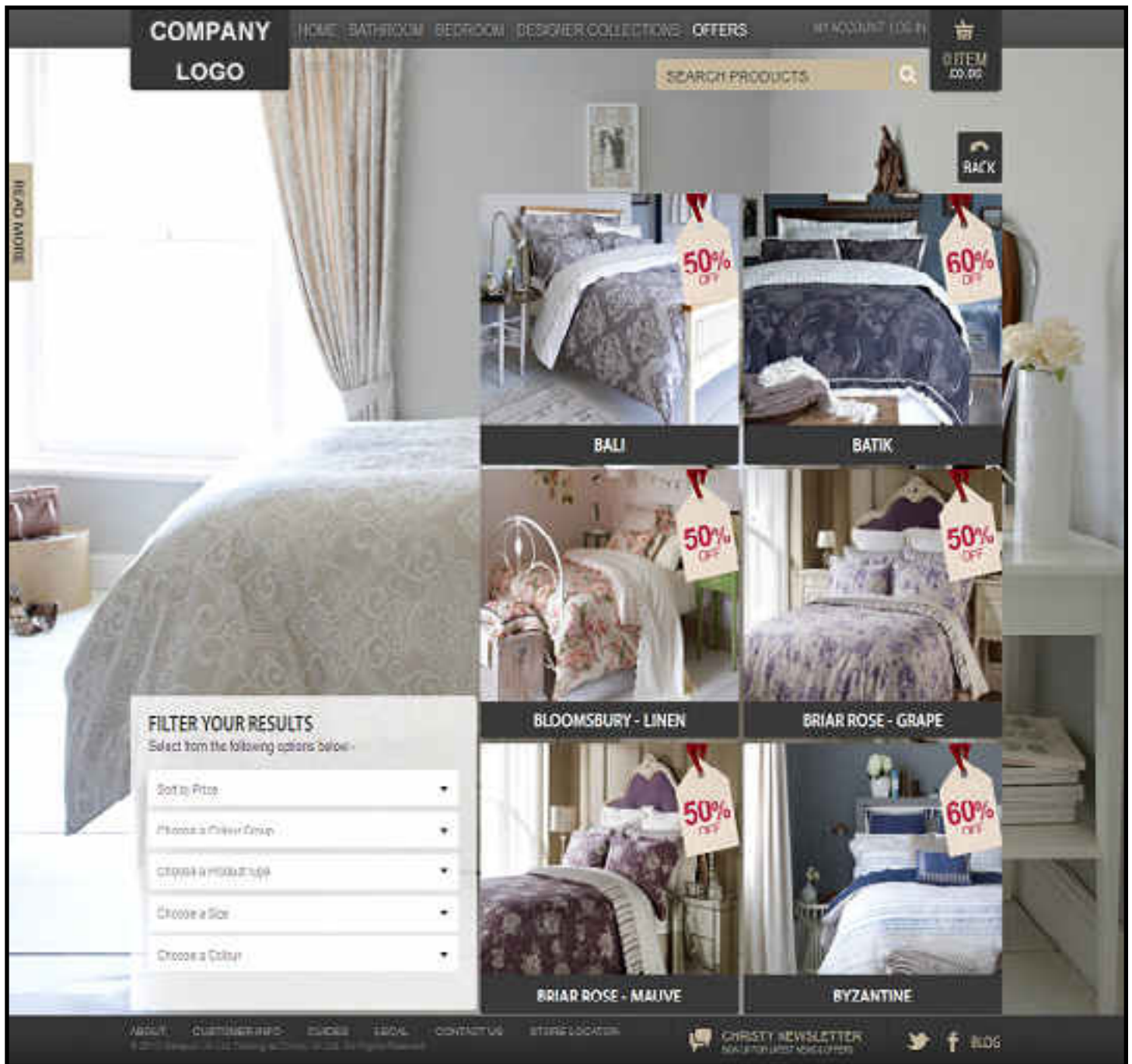
**SILK PILLOWCASES**  
 These gorgeous silk pillowcases are soft and luxurious and cannot be taken for a good night sleep.

**Luxury Silk Bedding**  
 Perhaps in your dreams there is a collection for every other passion.

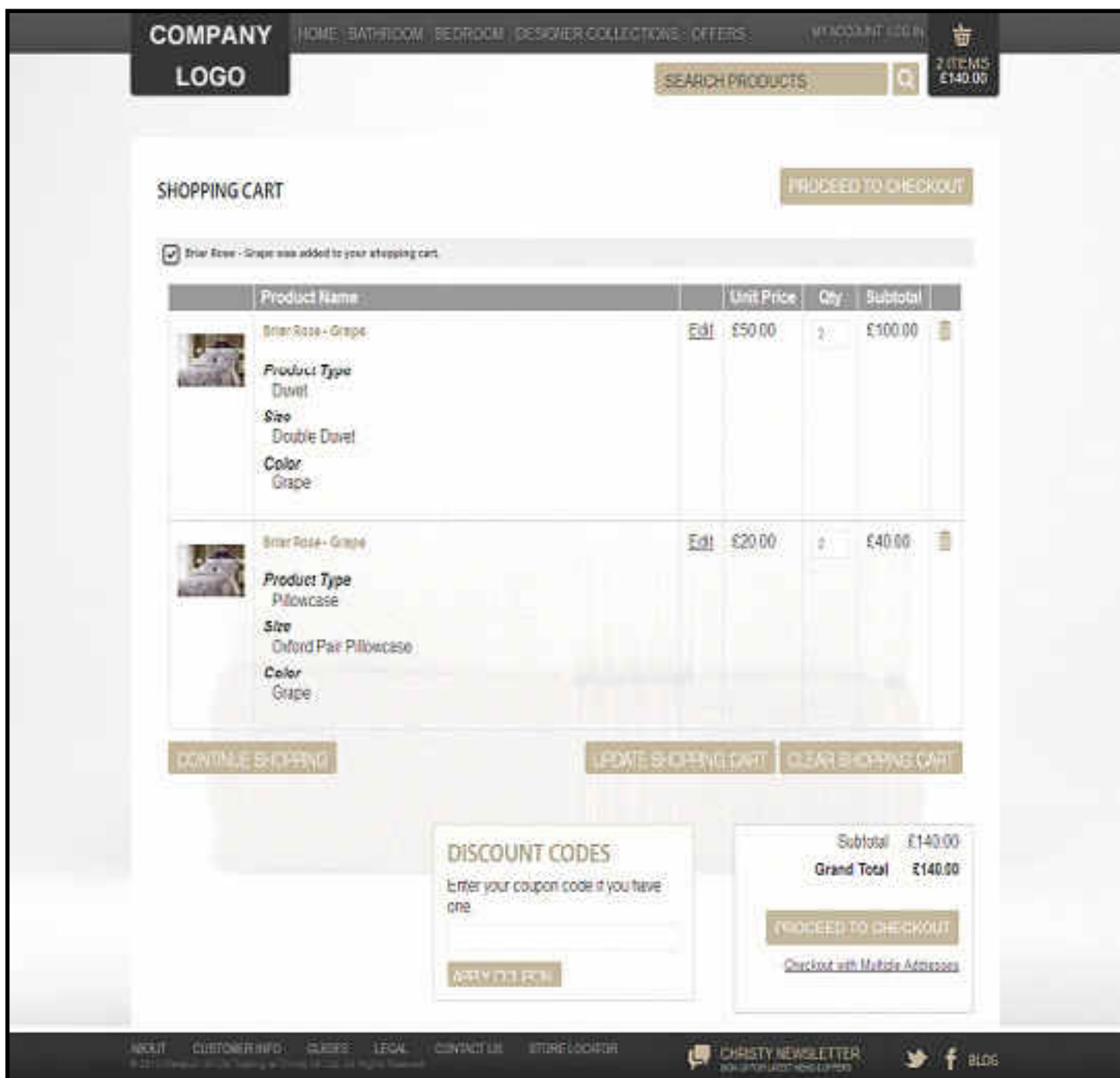
**Footer:**

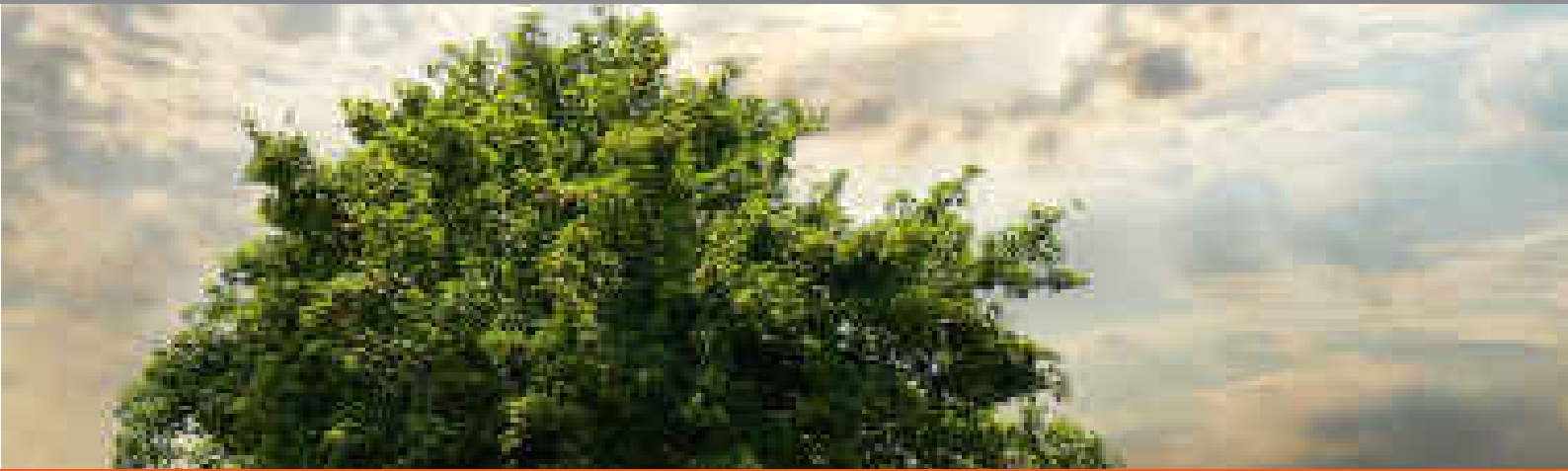
- BETT ZIMMERN / BÄTTZIMMER / BEDROOM / KÜCHEN / WOHNGEBIETE / FREIZEITGEBÄUDE
- CHRISTY NEWSLETTER
- Instagram icon
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- Twitter icon

# Multi Store eCommerce Portal



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## 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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