Krish Compusoft Services

Enabling e-commerce and digital business transformation for furnishing and interior goods distribution for construction and home decor.

Industry: Home Furnishing

Deliverables:
- Branding Solution
- eCommerce Portal
- Mobile App

Technology: WordPress, CodeIgniter, MySQL & Android

Country: India

Project Goal:

The project is a unique B2B and B2C eCommerce portal and mobile application to make buying and selling of furnishing raw materials hassle-free from anywhere and anytime. With an associate/ franchise panel, credit management, commission/ revenue sharing model, EMI, faster secure payment and many such advanced features it is a one-stop digital solution to transform the home furnishing industry.

Challenges:

▌ Cumbersome traditional manual process to handle the trading of more than 5000 furnishing raw material products

▌ Selling raw materials on a large scale was a challenge due to absence of online brand presence which hindered the business expansion

▌ Lack of proper system to handle:
- The credits given to multiple franchise
- Real-time transactions.
- Eliminate the time to market geographically
- B2B business tie-ups strategy/ collaboration strategy
- Absence of current online/ offline market analysis

▌ There was no means to reach out to their customers directly without third-party intervention

▌ Lack of process to standardize and streamline operations and deliver their products to large target audience with faster payments.

▌ Prioritizing the target segment, developing a relevant brand position and defining a succinct strategy to go digital was a challenge

> " A B2B & B2C eCommerce portal and mobile app for furniture raw material products that allow stakeholders & customers to browse through 5000+ product catalogue and its price, compare rates and buy/ sell raw materials hassle free. "

Solution:

Branding

We guided our client with a complete end-to-end branding solution. Our scope included strategy and insights exercise, brand positioning on a national level, brand architecture, naming solution, logo designing, eCommerce Portal and Mobile app design.
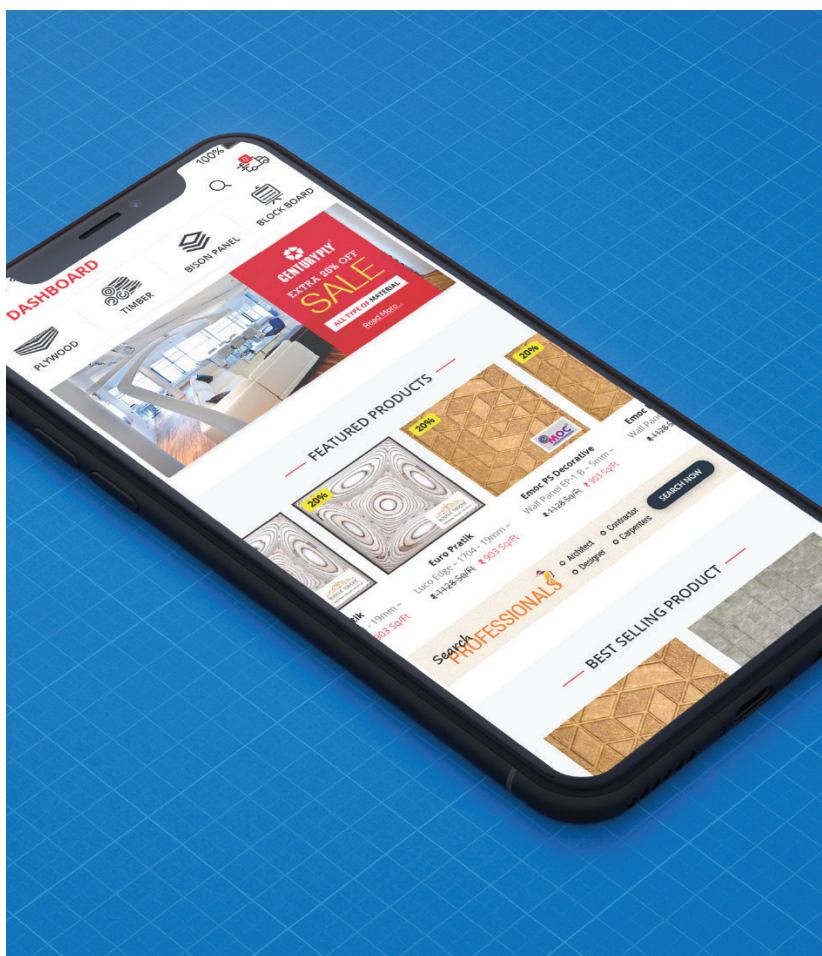
eCommerce Portal & Mobile App

The foremost objective of the solution was to help associates/ franchise and users to purchase/ sell raw materials without the involvement of third party from anywhere anytime. The solutions helps them eliminate the hassle of going through the marketplace and getting confused with hundreds of categories of brands available. It bridges the gap between the seller and the buyer and also helps associates earn commission on bringing any customer from referral.

The solution is power-packed with multiple features and functionalities with a common account between all devices that will allow users to access wish list/ cart items from any device. It also has customer support feature for any feed/ complaint/ return inquires.

Features:

Franchise/ Associates Features:

▌ Handle Professional Tie-ups

▌ Credit Management system

▌ Custom pricing algorithm

▌ Order tracking/ Order status Report

▌ Profile management system

▌ Nearby professional search feature

▌ Dynamic single view dashboard

▌ Payment gateway integration

▌ Commission revenue sharing model

End-user Features:

▌ Order from 5000+ product range from more than 20 categories.

▌ Search by brands/ categories and material

▌ Nearby professional search feature

▌ Price and Product comparison feature

▌ Request a quote via email

▌ EMI feature

▌ Store locator feature

▌ Preview the order

▌ Order tracking feature

▌ Customized service inquiry

- **B2B Solution Feature:**
  The client wanted a solution to manage their unstructured credit system automatically and manage multiple franchise operations at a central location. The portal has a single panel which helps them in profile management, credit management, manage multiple franchise tie-ups, and get order status, order reports, and order summary.

  There is also a unique Commision/ Revenue sharing model in the portal helping franchises or stakeholders like architects, interior designers, contractors, carpenters and painters etc. earn commission on customer referrals or when they help selling products. Different stakeholders have their own login panel to manage their franchise or commission earning details, displaying commission status accurately.

- **B2C Solution Feature:**
  The platforms allows customers to browse from a catalogue of around 5000+ materials in 20-25 categories from multiple brands. Customers can use advanced filtering to search products by keywords, material or brands. They can easily compare rates by different brands or request a quote for bulk product order. The site also has an EMI payment feature for easy payments along with faster and secure checkout process.

  The site also has an interactive professional finder feature to help users find nearby professionals like carpenters, painters, and architect or interior designers and connect with them easily for any building work. The store locator feature is yet another attractive feature of the portal helping users find any furnishing raw material store nearby or in the city.

Result:

Our intuitive solution gave a new face to the client with a complete new brand position. With a fully customized bespoke e-commerce portal and Mobile app digitally transformed their process helping them in reaching to a larger audience at a national level. Automation was introduced in each process and operations while giving transparency and increasing sales as well as conversions.

The client is now witnessing more web sales than offline sales in less than few months since its launch. Till now people used to purchase such raw materials offline through third party vendors, but now with this unique e-commerce platform people can buy materials for their own projects themselves at cheaper rates.

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📞 +91 792 657 9333   ✉ info@kcsitglobal.com   🌐 www.kcsitglobal.com

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