

E-Commerce Solution

Client Overview

The client manufactures and sells cosmeceutical and neutraceuticals products made from natural ingredients with active delivery systems, backed by science and used by skin specialists like estheticians, dermatologists, plastic surgeons and naturopaths.

Business Need

The client needed an online store to be developed, to sell its products online, with an inventory management system and a distributor management system. The system needed to effectively manage the orders as well.

Challenges

- 1) Since there were different types of users to this system, i.e. wholesalers, retailers, etc, an efficient system needed to be developed to handle the different types of orders, taxes, shipping, etc.
- 2) A system needed to be developed to simplify the client's task of managing the store, users, and orders.

SABS's Role

SABS studied the current operations and processes and identified improvement initiatives that would deliver significant benefits to the client. SABS recommended a system that can manage products easily, process the orders smoothly, and also easy to provide various benefits to the customers, like redemption vouchers, discounts, offers, etc.

SABS assessed vendors in this space and identified ShopSite, a third party E-Commerce system. With this system, managing products became very easy, with efficient order management system. SABS was responsible for:

- Implementation & integration of this system
- Seamless transition of the store that had a manual system, to an automated system.
- Data migration

SABS now maintains the online store, managing the product addition, ensuring the site is up and running, etc.

Benefits

The benefits of this solution include:

- Increased revenues by better product and order management.
- The client can focus on the business development, entrusting the maintenance of the site to SABS.