

Case Study

Industry: Retail



Client

The customer is a leader in Muay Thai martial arts merchandise and goods. They have created a niche for themselves by creating an array of exclusive merchandise that is otherwise not easily available in the market.

Executive Summary

Having created a loyal clientele the customer wanted to expand and vowing to the demand they wanted to go online for the retail space. Synergy Technology services, with deep cognitive ability to realize customer's dream was entrusted with the task of realizing this customer's dream as well.

Technology

- + PHP 5.3
- + Magento
- + JSON
- + Ajax
- + Javascript
- + jQuery
- + MySQL

Solution

The portal developed featured a comprehensive assimilation of eCommerce website features such as,

Features

- + Theme customization to enable the super admin change layout and category display at will.
- + Controlled environment CMS where the admin can choose and exhibit discreet offers.
- + Absolute product page customization.
- + Upsell and downsell capability.
- + Customized payment and shipping modules.

Challenges

- + Building a custom product module, this should include complete control of product listing, design and color palate.

For more information, please contact info@sts.in

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Business Impacts

- + The best Muay Thai apparel and gear shopping experience.
- + Increased enthusiasts for mixed martial arts.
- + New market penetration at ease.

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