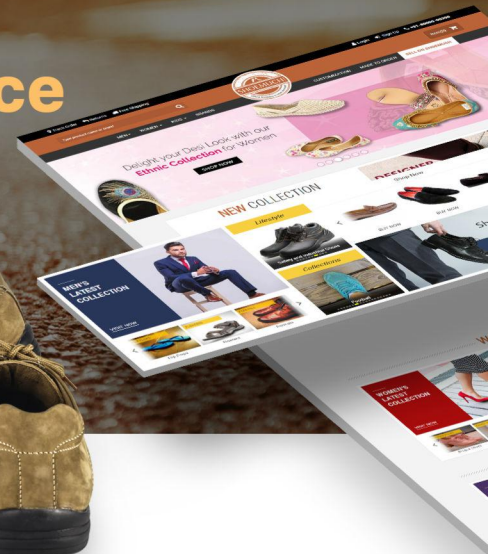


From Gucci Shoes to Designer Boots - Niche-specific Ecommerce Engineering for India's exclusive marketplace for Shoes



About Shoe Much

ShoeMuch is Indian shoe retail major that targets branded, custom made and designer shoe lovers across the Indian sub-continent. ShoeMuch showcases more than 15 world-renowned premium shoe brands for men, women and kids. Designer shoe collections and custom shoemaking are the brand-distinguishing services offered by ShoeMuch.

ShoeMuch's Requirements

ShoeMuch wanted to build a highly scalable and accommodative marketplace website that could host its assortment of Men's, women's and Kids shoes falling under 50+ categories. The online business needed a seller merging system that could encourage top shoe designers and shoe retailers to tie up and diversify the range of products offered under the brand name ShoeMuch.

The Challenge

Contus had to come up with a customized solution for the ecommerce business to overcome compatibility issues as the owners preferred their custom-designed theme as the cosmetic base to build their online marketplace store.

Accommodating seller login and providing appropriate backend provisions for sellers to manage products and orders was a bit challenging owing to additional requirements dictated by ShoeMuch.

At A Glance

ShoeMuch, a shoe trading business offering a plethora of designer and branded shoes for people of all ages under 50+ categories, wanted to create an online platform through which it can turn its products accessible to customers across all cities in India and diversify its business by tying up with shoe designers and retailers to sell via their online store.

Contus, with a team of php experts and its own readymade multivendor software, developed a niche-specific multi seller ecommerce store enabling the brand reach out to more customers and expand its product portfolio by inviting top designers and retail sellers across India.

Industry

eCommerce - Fashion



AWS Cloud



Magento



Admin Dashboard



Flexible Commission

Additionally, Contus had to simplify the whole checkout process in order to provide a zippy shopping cart experience for customers.

Contus' Solutions

Contus came up with the idea of leveraging its readymade multi-vendor software 'Marketplace' as it is built with adaptive scalability, cloud compatibility and flexibility to accommodate any level of customizations.

As ShoeMuch was specific in using a custom-built theme, Contus' PHP experts performed coding restructuring to create a fluidic compatibility between the Marketplace software and the custom theme.

For sellers, Contus' development team came up an easy-to-use login system and an exclusive administration panel for each sellers to handle order processing, inventory, customer information, product information, product listing etc.,

ShoeMuch's shopping cart was spruced up by confining the checkout process to a single page. Using Ajax, the loading time was trimmed down to the bare minimum which provided customers a friendly and faster checkout experience.

Result

ShoeMuch ecommerce store was successfully launched as one of the exclusive online destinations for shoe lovers. With a seller-friendly interface and partner policies, the online ecommerce entity was able to attract 100s of sellers to sign up with them in quick time.

Now, ShoeMuch is now one of the highly preferred online space for checking out and buying trending shoes from top brands and designer shoe collections.

Key Results

ShoeMuch's online entry went on to be an instant hit with customers pouring from several locations in India for its exclusive assortment of designer shoes and trending collections from 15+ world renowned brands.

Technologies Involved

- OS - Linux
- Web Server - Apache/Nginx
- Database - Mysql 5.6
- Language - PHP 5.6
- eCommerce CMS - Magento 1.x
- ClientSide - HTML5, CSS3, JQuery