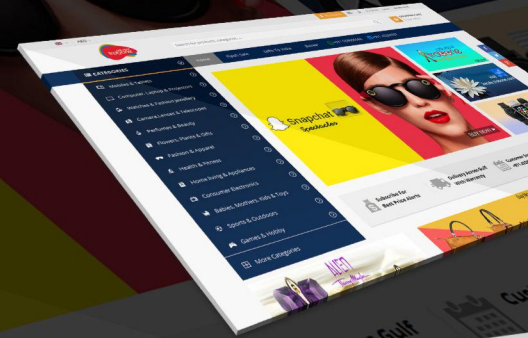


Ecommerce solution that fuels UAE's retail giant establish its digital business empire



About Trobone

Trobone.com is the digital wing of Welcome Group, a 43-yr-old player in UAE retail market renowned for its diversified business segments in consumer electronics, security surveillance integrations and food industry.

Trobone's Requirements

Trobone wanted to build a marketplace ecommerce store and mobile app that can accommodate 100s of sellers and brands in tie up with Trobone and provide an exclusive selection of products services and offers for consumer & corporate markets across United Arab Emirates.

The company wanted a quick go-to-market solution for its digital transition and hence was looking for a solution that

The Challenge

Trobone wanted to get the ecommerce marketplace store built in a short time span allowing enough time to kickstart other related operations. The website also wanted to provide ticket booking facilities for events like concerts, tradeshows, parties happening across UAE.

Payfort, the payment gateway preferred by Trobone was not compatible for mediating transactions done through Trobone mobile app and so Contus had to find a way out to overcome the checkout hurdle.

At A Glance

Trobone.com, the digital operational wing of a renowned player in UAE retail market for over 43 years, wanted a multi seller website and mobile app through which it could digitize all the product offerings and reach beyond physical boundaries to cater to a wider range of audience across UAE.

Contus had its Marketplace script to accommodate the business specific ideas of Trobone and help the retail major establish its web and mobile presence.

Industry

Ecommerce Retail



Custom Payment Gateway



Advanced Filters



Admin Dashboard



Country-based shipping

To restrict shipping options of products reserved only for Indian shoppers was a coding-level complexity faced by Contus' PHP development team.

Conceptualizing and creating a new menu viewing experience in the home page was a creative challenge encountered by Contus' web designing team.

Contus' Solutions

To power a quick build, Contus deployed its own readymade multi vendor script which is pre-built with all essential features required by a marketplace website like support for multiple currencies, product types, payment gateways, languages, social login and much more.

Design innovation

However, as Trobone wanted a unique visual appeal for the homepage, Contus designers had to come up with a whole new unconventional vertical menu design. Complementing the idea, the design brains of Contus added images to better the experience instead of plain text links occupying the space.

Custom built solution

For powering the website with the capability to mediate ticket booking services for events happening across UAE, Contus' PHP experts developed a custom event booking module exclusively for Trobone and deployed it on the multi-vendor website.

Mobile SDK for Payfort

Developing a mobile SDK for Payfort payment gateway, Contus techies overcame the technical glitches which the payment gateway suffered in mediating transactions for purchases done through mobile apps.

Country based shipping

To meet the need of making shipping option for certain products available only to certain countries, Contus came up with coding brilliance to create a country-based shipping system for products reserved for audience belonging to specific geographical locations.

Key Results

Trobone is now a preferred place for people in UAE for shopping electronics, food, health care, home appliances and much more consumer goods from trusted brands. The website is more popular among the Indian crowd in the UAE as it offers exclusive gifting convenience for users to gift their dear ones in India.

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

Result

Trobone marketplace was launched with highly reputable, select merchants and brands hosting their products and gained popularity in quick time among the masses. The website earned a special welcome as it offered event booking and gifting services apart from connecting sellers to consumers.

Trobone now cater to thousands of customers in consumer & corporate markets across United Arab Emirates.