



DEVELOPMENT TO SHOWCASE THE TEXTILE PRODUCT.

Client

Our client is a reputed manufacturing and production company involved in the production of various fabrics and supplying them to the retailers in the US.

Business Challenge

Since the client is the manufacturer and producer of a variety of fabrics, they wanted to showcase their products with a cost-effective tool in order to enhance the communication channels for better understanding and provide information for the end customers and customers retailers.

Solution Delivered

The solution to the above was a product based integrated tool that helps to showcase the brand through the website from which the users can benefit the best deals available on their favourite product. This enriches the communication between the

customer with various types of fabrics, its processes, the quality, and cost.

By marketing the **BRAND** and by maintaining all the products on the website, the tool helps the **CUSTOMER** to navigate efficiently. By managing current availability on **STOCKS**, and by **SELLING** the product with problem-free **PAYMENT GATEWAY**, our client was able to reach more and more customers and increase the sales volume.

The product pages are the key to the website which branches into different categories, where if the visitor chooses the portfolio the **pop-up image** of that portfolio will provide an excellent user experience.

With optimized UX the database experienced a decrease in load times. The site also included **deal detail page**, to the client if they wanted to add an easy buy option, where the detailed information about the product with discount price and offers. So, users can directly buy the product.

To get a birds-eye view of any product, the website has a **request form** where the visitors can submit their question on the contact page. **Hassle-free navigation** with **unique graphic design** shows the depth of customer understanding thereby providing a pleasant user experience to the customers.



Key Features:

Key features of the website are based on the customer study patterns and the ease of use that is of utmost importance in the Sales market. It took into consideration the following:

-  By providing cross-browsers
-  Digital Ad banners
-  Personalized private chat for individuals
-  Able to target the customers geographically.
-  Secure online payment gateways
-  Implemented the multi-currency option
-  Secured OTP validation for payment

-  The navigation element
-  Product category with a short description
-  UI with better graphics

An easy-to-use and scalable platform that brings in a lot of features to improve user experience significantly:

-  **Responsive admin UI**
-  **Real-time updates**
-  **Live editing**
-  **Flexible permission**

Technologies Used

 PHP 5	 frontend (HTML, JS, CSS)	 MYSQL
 jQuery	 JavaScript	 WordPress.

Contact us, to get help with a similar project?

In case you have products in hand that you are planning to sell, and you have questions on how to do this in the online market, we are here to answer your queries. We love talking with interested people, and you can collect further details within 24 hours. so, go ahead and contact us.

Get in touch with us today

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