

E-Commerce Website For Online Grocery Store

FMCG – ECOMMERCE WEBSITE – MAGENTO

Client Overview

About Client: is Kuwait based grocery and general merchandise retailer. They are online selling grocery and general merchandize like Food, Bakery & Pastry, Drinks, Health & Beauty, Mom & Baby, Household, Pet supplies and General Products.

Requirement Overview: Client wanted to design and develop a new website to sell grocery and general merchandise. All work would be done on Magento CE. Website was required to have dual language (English and Arabic). Website currency would be KD (Kuwait Dinar).

Proposed Solution: The proposed solution will allow end client to manage the catalog, categories, sub-categories, products, orders, content pages, shipments, and customers within single administration panel of the Magento. End Client will be able to manage the products with categories or sub categories and upload multiple pictures for each product. There will be NO integration with the payment gateway for handling the e-transaction. Payment will be handled on delivery time. Customer will

be charged for shipping according to booking slot that they have selected. It can be free or PAID. There will be the standard search functionality allowing users to find products by keywords and within more advance search parameters.

Project Description

This project developed has been done on Magento ver-1.4.2.0 with MySQL 4x. Following are main tasks of this project which Silver Touch has executed.

1. **Design Creation & Integration:** We have created a new website design for the client matching to its logo and branding material provided. Upon client approval, design has been integrated into website.
2. **Cash on Delivery:** No payment gateway has been integrated in this website. However, we have integrated Cash on Delivery Payment method for accepting orders.
3. **Slot Booking Selection:** For estimating shipment cost, we have custom developed Slot Booking System in which end customer can select a date and time of slot when he or she wants delivery of the products. There are PAID and FREE slots in the system. If free slots are not available, client may have to opt for PAID slot for shipment of ordered products. After selecting booking slot only, client can proceed for checkout process.
4. **SMS Gateway Integration:** We have integrated SMS gateway into this website using Magento J2T SMS gateway extension. This is very generic extension which allows to set / configure an SMS gateway which supports GET or POST methods for transmission of message.
5. **Cloud Server Deployment:** Based on client request, we have done cloud server deployment for staging website set up.
6. **WAP Site Set up:** Silver Touch has also set WAP website for accessing from mobile devices which will be mobile friendly version of website.
7. **iphone Application Development:** Client also requested us to develop an iphone application from scratch which customers can download and install on their iphone.
8. **Offer Management:** Under this module, client can create and manage multiple offers for the website like Offer by Department, Half Price, Buy 1 Get 1 Free, Special Price Offer and All offers.
9. **Data Migration:** We have done data migration for Products, Orders & Customers using custom scripts. This was done two times to cover all latest records from current website. Following were records for data migration:
 - 9.1. Products Data (around 2,500 items).
 - 9.2. Customers Data (Around 6,500)
 - 9.3. Orders Data (Around 18,000)
10. **Magento Extension Integration:** Silver Touch has integrated following extensions into this website:
 - 10.1. Yoast Blank SEO Theme
 - 10.2. Quick One Page Checkout
 - 10.3. CashOnDelivery
 - 10.4. Banner Ads Management
 - 10.5. Supermenu Professional
 - 10.6. Fooman Speedster
 - 10.7. Cache_Control
 - 10.8. OnePica_ImageCDN

Project Description

10.9. AJAX Cart Pro

10.10. Advanced Permissions

11. **Magento Customization:** Following is a list of customization done in Magento for this project.

11.1. Barcode number based search

11.2. Express Shopping

11.3. Scrolling Basket

11.4. Mobile Number based Sign up & Sign in

11.5. Avoid Re-Adding Pop Up Display

11.6. Delivery Booking Slot Management

11.7. Presentation of Special offers

11.8. Made in Kuwait

11.9. Total Saving

Types of users: This website has following types of users:

1. **Front End Users:** At front end website, there will be following types of users.

1.1. **Site Visitor:** This type of user will be able to browse all the CMS managed pages and products on the website. They will need to get registered with the site for making purchases. Guest Checkout is NOT allowed.

1.2. **Registered Customers:** This type of users will have their personal login information in order to login in the website. This type of user will be able to interact with the website in different manners like, make a purchase, track the order, changes password and access My Account section.

2. **Back End Users:** At back end website, there will be following types of users.

2.1. **Sub-Admin (Restricted Privileges):** This type of user will have limited access to back end. Site admin will be able to create this type of user and assign permission to them.

2.2. **Site Admin:** This type of user will ONLY be one user. This admin user will have full access to all features and functionalities of the website. This user will be able to manage the websites with all different modules mentioned in this scope of document.

Objectives

1. One of the main objectives of this website is to develop an optimized and FAST website using which customers can easily browse products and place an order.
2. To make a mobile friendly version of website so increasing accessibility of website through devices and generating more business.
3. To prepare an iphone native application of website so iphone customers can download it and can easily place an order from their iphone devices.

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Project Approach / Activities:

The Project was divided into various phases to achieve the best results in less time with optimal utilization of available resources.

1. **Phase I:** System Requirement Study
2. **Phase II:** Template Integration
3. **Phase III:** Magento Implementation + Customization + API Integration.
4. **Phase IV:** CBA, PayPal Express Checkout, SSL Installation
5. **Phase V:** Testing all features and making deployment plan.
6. **Phase VI:** Go Live.

Technology

Development Environment

Technology	Specifications
Technology & Framework	Magento-1.4.x
Languages	PHP 5+
Operating System	Windows XP / 7
Database	MS SQL 4+
Web Server	Linux Server

Deployment Environment

Technology	Specifications
Technology & Framework	Magento-1.4.x
Languages	PHP 5+
Operating System	Linux
Database	MS SQL 4+
Web Server	Linux Server

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Duration

1. Project Actual Efforts: 2744 Man Hours
2. Project Life Cycle: 343 Days

Results Achieved

Client has now improved version of website which is very user friendly and business making.

Benefits

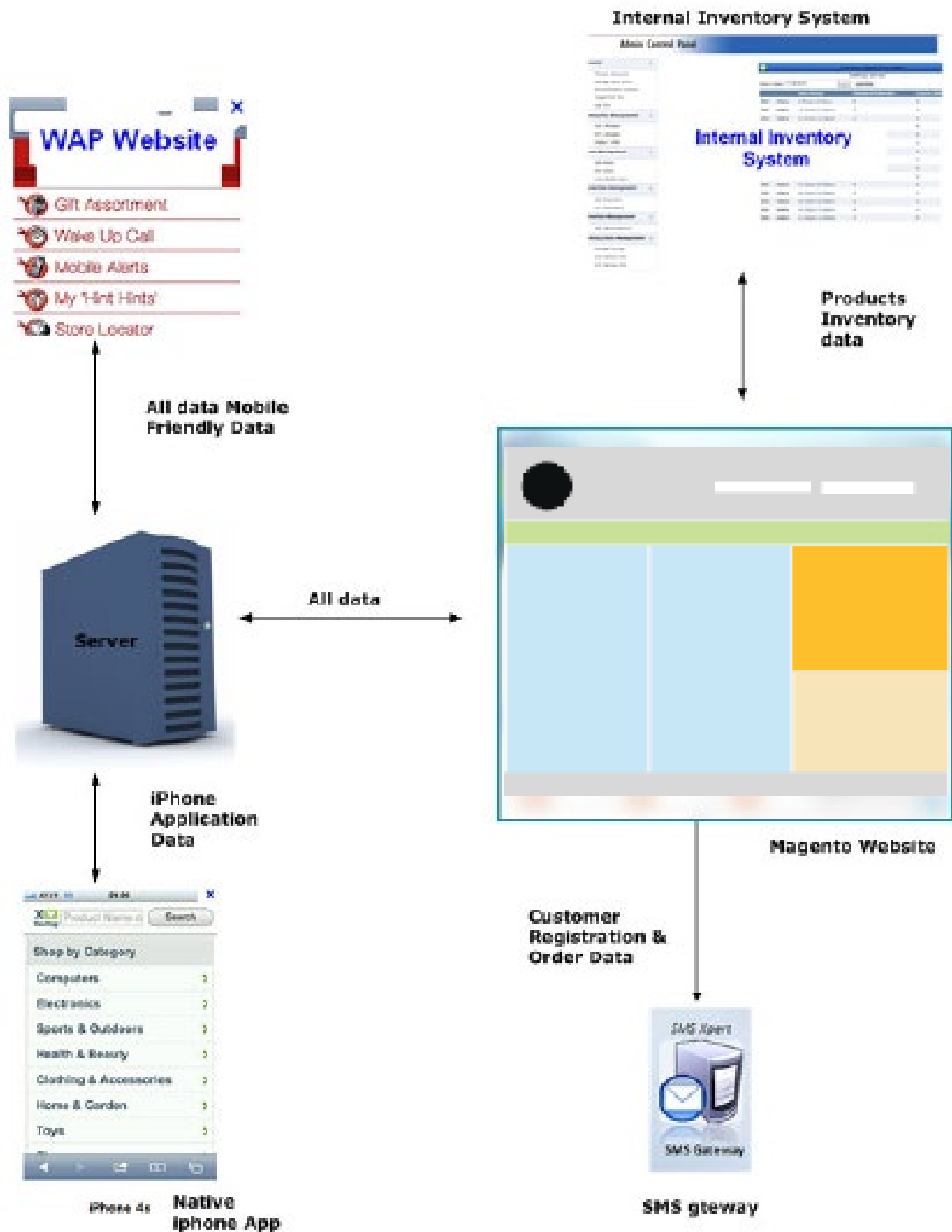
1. Customers can now browser website and make an order with high performance optimized website.
2. Customers can access website now from their smart phones as well which is mobile friendly version of website.
3. Customers can view website now from their iphone devices as well which is native mobile application version of website.
4. Website is also available in Arabic language so local customers can view this website in their local language.

Key Challenges

1. Website Performance Optimization
2. iPhone Mobile Application Development
3. Slot Booking System Development
4. WAP version of Website Development
5. Dual Language Implementation- English & Arabic

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Project Flowchart





Deliver best products, software solutions and services, on time with quality, and as per customer expectations

About SilverTouch

SilverTouch, a company established in 1992 is widely accepted for its IT solutions with a huge customer base in more than 20 countries across the world.

SilverTouch is actively engaged in Enterprise software development, enterprise content management, document management and IT consulting services such as Business process optimization, process consulting, implementation and customization of ERP. SilverTouch leads brilliantly in new technical developments such as: Mobile Application development services on iPhone, iPad, Blackberry, Android, J2ME and Windows mobile platforms. Even now, SilverTouch helps its global clients for major developments, deployments and managements of their mobility solutions and enterprise application development programs.

SilverTouch has alliance with several industry leaders such as Microsoft, Apple, Cisco, IBM, Oracle, SAP, Java, Dell, VM ware, Symantec, Sonic Wall which provides a competitive edge over other industry peers and targets to understand and cater to all types of requirements that concern our clients, thereby, leading to serve them precisely to their satisfaction.

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