

PC Hardware Store using Magento

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Magento

- ▶ Open Source Platform
- ▶ Scalable Platform
- ▶ Security and Payment Option
- ▶ Easier Site Management
- ▶ Reporting and Analytics
- ▶ SEO – Search Engine Optimization
- ▶ Supports for Mobile
- ▶ User Friendly



Magento™
Open Source eCommerce

Hardware Store

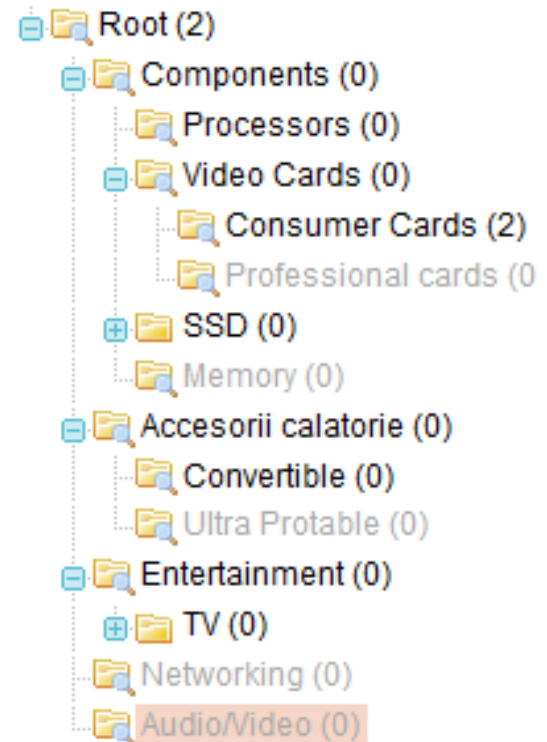
- ▶ Between 10 and 20 categories
- ▶ A lot of subcategories
- ▶ Hierarchical subcategories
 - Subcategories can have more subcategories
EX: PC Component – Video Card – Professional Cards
- ▶ Product properties
 - Product properties
 - We can have more than 20 different properties
 - Filtering product

Hardware Store (2)

- ▶ Product search
- ▶ Newsletter
- ▶ Promotions
- ▶ User accounts + management
- ▶ Real-time stock
 - Integration with distributors – rest api
- ▶ Shipment tracking

Main categories

- ▶ Laptop
- ▶ Tablets
- ▶ PC Components
- ▶ Servers and PC Systems
- ▶ Phones
- ▶ Audio/Video
- ▶ Printing
- ▶ Peripherals
- ▶ Networking
- ▶ Electronics



Newsletter

- ▶ Weekly promotions
- ▶ Product of the day
- ▶ Promotion
 - Black Friday
 - Cyber Monday
 - Special events
- ▶ Templates



Televizoare LED
De la **639 Lei**

[Detalii »](#)



Monitoare LED
De la **299 Lei**

[Detalii »](#)



Router Wireless

[Detalii »](#)



Camere video de acțiune
și accesorii

[Detalii »](#)

Template Information

Template Name * [Super Promotie]

Template Subject * Nume promotie

Sender Name * Hardware Store

Sender Email * support@example.com

Template Content * [Show / Hide Editor](#)



Intel H97, LGA 1150

**355**LEI[Detalii »](#)

Intel Z97, LGA 1150

**579**LEI[Detalii »](#)

Intel Z97, LGA 1150

**649**LEI[Detalii »](#)

Placă Video
ASUS Radeon R9 270 OC
2GB, GDDR5, 256-bit

Placă Video
GIGABYTE Radeon R9 280X OC rev. 2.0

Placă Video
GIGABYTE Radeon R9 290 OC

Path: table > tbody > tr > td > img

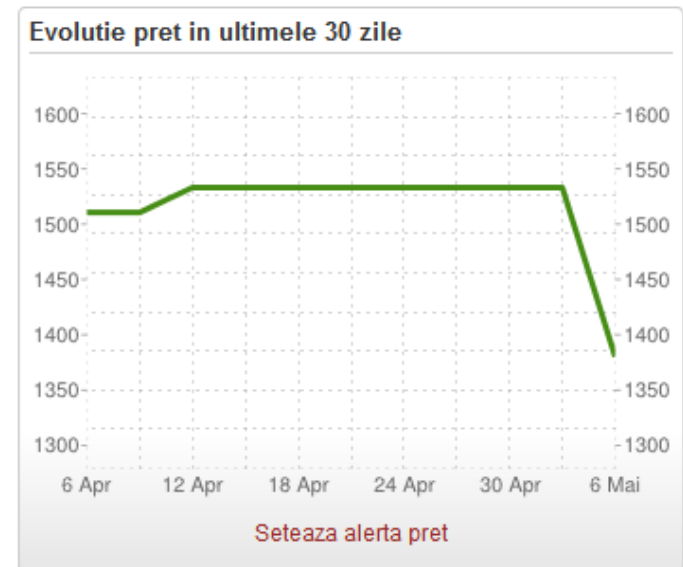
Web Services

- ▶ Integration with distributors
- ▶ Support for REST API, XML, SOAP, excel data-bases



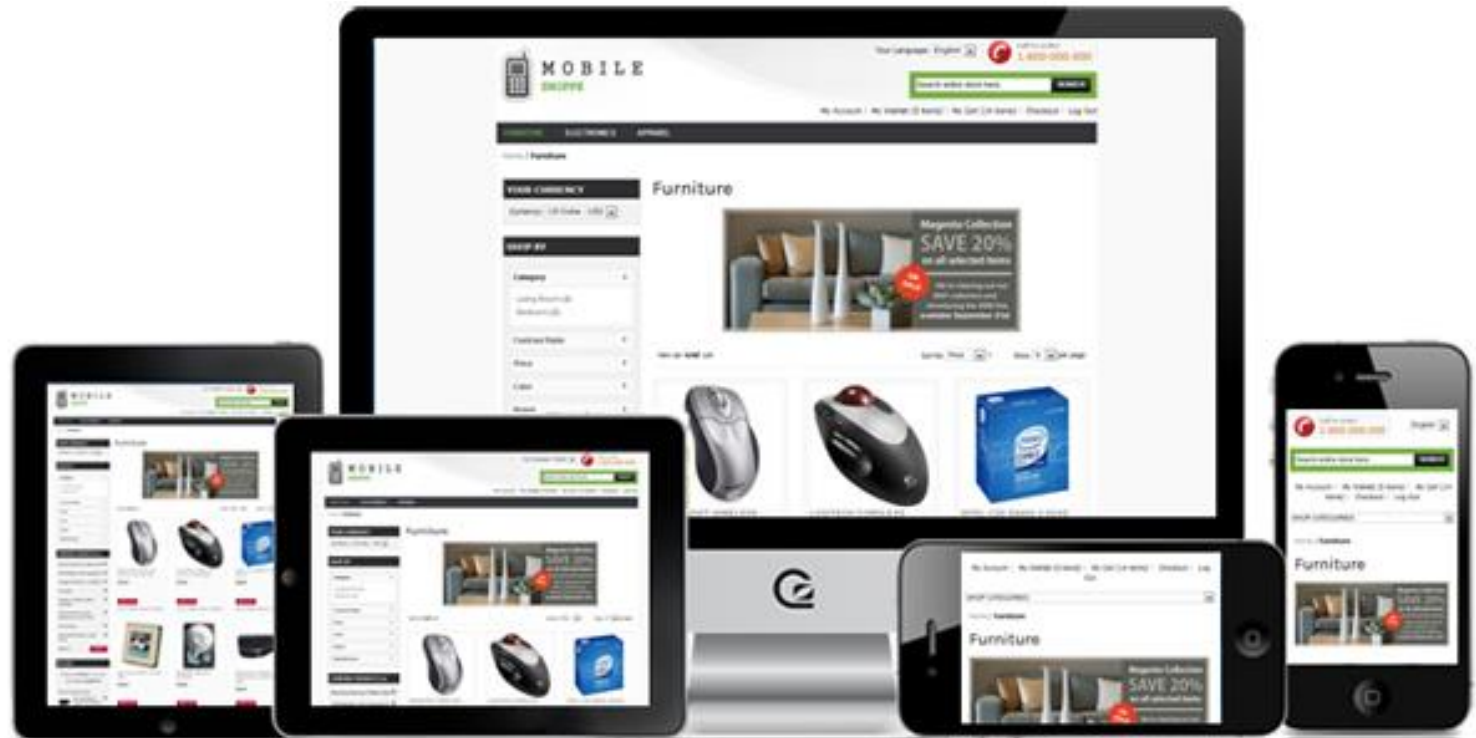
Widgets

- ▶ Most bought products
- ▶ Filter products
- ▶ Compare products
- ▶ Frequently bought together products
- ▶ Sponsored products
- ▶ Price history



Design and Theme

- ▶ Responsive design



Mobile Shoppe

Payment and security


- ▶ SSL security
- ▶ Magento provides different payment methods
 - Paypal
 - Google
 - Credit cards
 - We will this with local services such as EuPlatesc.ro, PayU.ro, mobilepay.ro

Shipment and Tracking

- ▶ Service integration from national wide company like FanCourier
 - Shipment tracking
 - AfterShip – Auto Tracking & Delivery Notification
 - Notifications
 - Email / SMS

FREE One click to view tracking results

Tracking Number 2013-08-26 - 2013-09-25 Tracking numbers, title ...

[Upload CSV](#) [CSV Sample](#) **7922626773** **7922626773** 

Status

- Delivered **1,608**
- Out for Delivery **20**
- In Transit **2162**
- Failed Attempt **28**
- ✓ Exception **11**
- Expired **4**
- Pending **1,206**

Courier


- 4PX **425**
- ABF **9**

TrackingLink: aftership.com/lyJSLVNrf Notify: Email or SMS:

Created at: Sep 24, 2013 06:17pm (GMT+00:00) [Sent Notifications](#)

Destination: PENANG - MALAYSIA Source: Bigcommerce

Mark as: **Delivered** Order ID: 10034 Customer Name: Pete Anderson

Sep 08, 2013 01:04 pm  Clearance delay PENANG - MALAYSIA

Sep 08, 2013 01:04 pm Processed for clearance at PENANG - MALAYSIA PENANG - MALAYSIA

Sep 08, 2013 11:33 am Arrived at DHL facility in PENANG - MALAYSIA PENANG - MALAYSIA

Conclusions

- ▶ Great management and functionality
 - very easy to set up and integrate with existent APIs
- ▶ Provides a lot of extensions
 - great for business extensibility
- ▶ Open Source

