Case Study

Grey Matter India
Technologies Pvt. Ltd.
GMI

Case Study

B2B Ecommerce Sporting Goods Store

Client Requirement

Internet has changed the way we have been shopping since years. The craze of online shopping is increasing and new trends of eCommerce evolve each year. These days, everyone browse through products online, whether they want to buy it online or offline. Ecommerce store sells everything right from stationery to furniture. One such sports company wanted to start selling online and open its own online store. They approached Brainvire to get an eCommerce store for selling their sports goods.

The client requirement was to develop a sporting goods online store where they can sell sports goods for men as well as women. They wanted us to arrange products in relevant categories, as they sell extensive amount of products right from bags, electronics, sports goods, toys and games to health and beauty products, home and garden products, vehicle and its parts.

The specific requirements of client were:

- Filter on the basis of Item Type, Brand, Department and Size
- Fetch products and categories details from SaleWarp
- Order generation
- Quantity updating details in SaleWarp with the help of API
- Products/ order syncs/ categories/customer syncs

Project Challenges

As per our usual process, our team did the complete research about the industry. After spending sufficient time for research, they analyzed the client needs and worked day in and day out to provide the complete satisfaction and fulfill all the requirements. However, they faced a few difficulties while developing this sporting goods eCommerce store. Some of them include:

- Fetching over 1 lakh records with the help of Cron job process and synch with API
- Managing the huge amount of configurable products on SaleWarp with multiple images for each variation

Technologies Used

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Operating System & Server Management	Red Hat Linux OS, Multi-Server Architecture with Staging & Production Environment through Version Controlling releases, Server Optimization, Security & SSL Implementation, Scheduler for Back-ups, Alert Monitoring System Integration, Server Performance Tuning at regular intervals, Software Firewall Configuration & Maintenance
Development Tools & Environments	PHP5+, Magento Community Edition 1.9, Zend Framework, Apache/NGINX Web Server, AJAX, Java Script, HTML5, CSS3 etc.
Database	MYSQL Database Server, DB Clustering, DB Optimization, Master Slave Replication, Query Optimization, Scheduler for Backups
API	SaleWarp API

Manpower

Team leader	*1*
Developers	*3*
Designers	*1*
QA	*2*
Project Manager	*1*

Planning

Planning in the project is like the pillar of the building. It has to be accurate, as the success or failure of project depends upon how well you have planned. So, our highly skilled and experienced Magento professionals first planned the project and then decided to implement it step by step. To develop the best online sports equipment store, our project leader asked the team to divide the products into relevant categories, so that it becomes easy for customers to search for the products. They also planned proper navigation in order to provide delightful shopping experience to visitors. Amongst all these important features, they did not forget to focus on small things like add to cart button, login page, search bar and contact information, to name a few.

Architecture

After proper research, study and analysis for the development of online sports apparel and goods store, our team decided to go for Magento architecture:
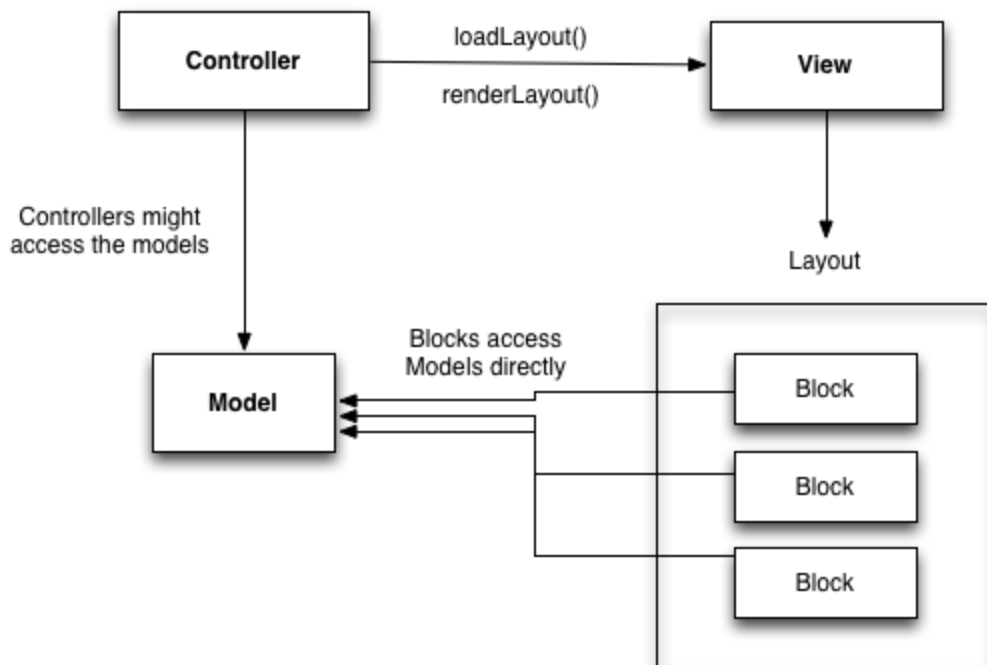
Development Highlights

- New arrival list
- Clearance list
- Website development in less than 2 months