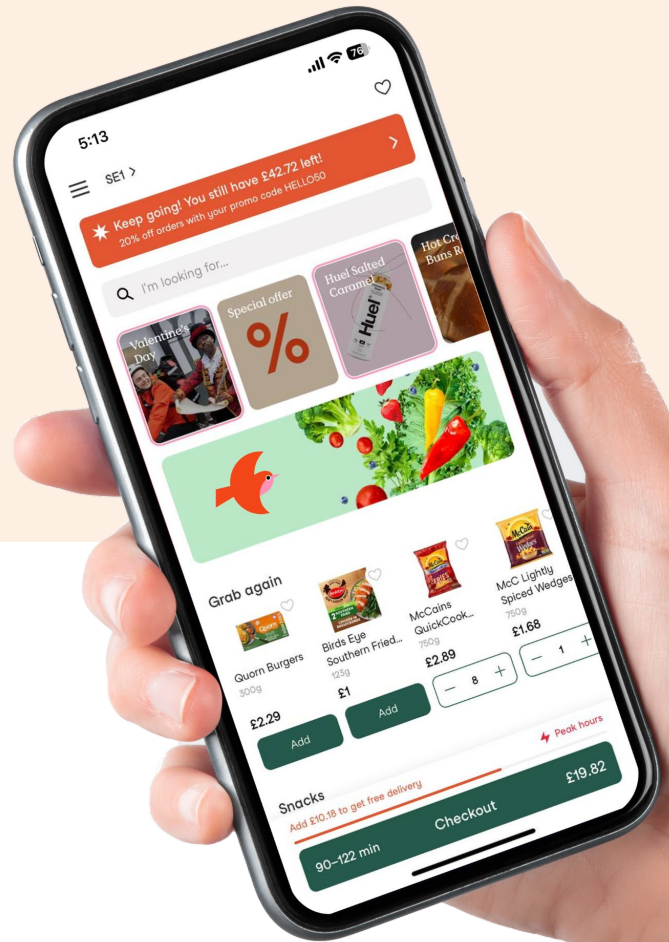




From Blank Canvas to eCommerce Success: How Our Software Powered a Thriving Online Enterprise

Navigating eCommerce complexities requires more than just a digital presence; **it demands operational efficiency and seamless processes.** In the era marked by intense competition, meeting market and customer demands is crucial.



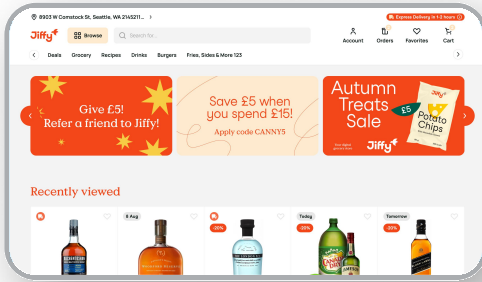
This case study delves into the transformation journey of a company that succeeded in eCommerce with our comprehensive software solution. Despite starting from ground zero, **the company emerged as a frontrunner in the alcohol delivery industry in their location**, showcasing exponential growth and profitability.

Company Background

The client approached us with ambitious goals but a blank canvas. With **no prior experience in retail, either online or offline, they aimed to carve a niche in the digital sector.** They needed a ready-to-use eCommerce platform, rapid delivery software, and precise picking software. Additionally, they required help in streamlining operational processes, setting up a website, and creating a mobile app

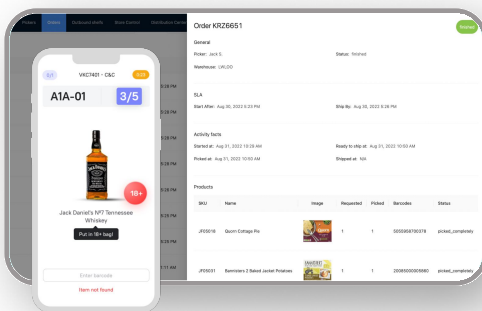
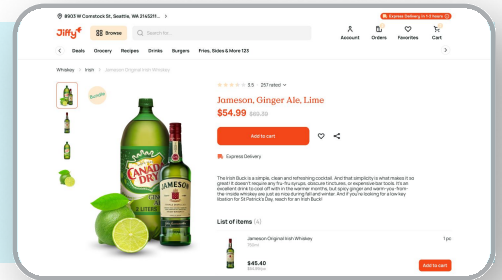


Actions Taken



DELIVERED A BEST-IN-CLASS FULL-STACK ENTERPRISE-LEVEL ECOMMERCE PLATFORM

LAUNCHED A FULLY BRANDED CUSTOM WEBSITE AND MOBILE APP COMPLETE WITH REMARKETING, SEO, AND PROMOTIONAL TOOLS



DEVELOPED AND INTEGRATED PROPRIETARY PICKING AND DELIVERY SOFTWARE

PROVIDED STRATEGIC OPERATIONAL GUIDANCE AND SUPPORT ON SHELF PLACEMENT, INVENTORY MANAGEMENT, WAREHOUSE SETUP, AND EQUIPMENT INSTALLATION



CONDUCTED COMPREHENSIVE TRAINING FOR WAREHOUSE AND ADMINISTRATIVE STAFF

PROVIDED SPECIALISED TRAINING IN PUTAWAY AND STOCKTAKING PROCEDURES





Results from the first 9 months



Market Leadership

The client emerged as the market leader in the alcohol industry in their location, surpassing competitors.



Rapid Expansion

Experienced a **6x** increase in daily orders and a **12x** increase in the total customer base.



Customer value

The lifetime value (LTV) of customers grew **4x**, indicating increased customer satisfaction and repeat business.



Financial Performance

Achieved remarkable profitability with a significant increase in revenue.

FULFILLMENT RATE

99.99%

minimising errors and returns

AVERAGE PICKING TIME

2:12

ensuring rapid order processing

MONTHLY ORDERS

5,000

averaging over 300 orders per day

CONVERSION RATE

14%

on new customers

By leveraging our tailored software solution, the client navigated the transition to eCommerce seamlessly. In addition, they positioned themselves as pioneers in the alcohol delivery industry in their location. **As the digital landscape continues to evolve, this case serves as a testament to the potential for growth and success through strategic adaptation.**