B2B ecommerce in Gems and Jewelry

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Problem Overview

The client is aiming to be a pioneer in the wholesale gems and jewelry e-commerce business in the Middle East. Has been in the physical jewelry retail and wholesale business for over 15 years. With this website, they intend to bring together several geographically dispersed manufacturers and retail buyers on a single digital platform.

Requirement:

- An e-commerce website which is easy to use by seemingly less digitally savvy users.

- To have complete control on product display, **purely based on the KYC of the user**.

Solution Provided

- An extensive 1 week workshop with key business stakeholders and IT was arranged to prepare a vision blueprint and the corresponding IT roadmap for the platform. Sensitized the client on the e-commerce industry and what specifically needs to be for B2B online businesses.
- The outcome of the workshop was a phased, time bound and result oriented website design, development plan and maintenance plan.
- A team of developers and designers was identified to work under a dedicated project manager and domain expert from the client side. With everything, including marketing

and branding being done under an account manager, for complete control over various activities.

- The platform has been built on Magento 2.0 community edition.

Key Benefits

- A platform that will enable its users (manufacturers and buyers) to reach out to a much bigger audience than physically possible.
- Digitizing and streamlining the entire buying and selling process, considerably reducing the manual labor of physically visiting the buyers with the jewelry designs and samples.
- An e-commerce platform, completely integrated to their existing ERP at the back end.