SoulBowl- Ecommerce Store

Background

Soul Bowl is a Merchant store located in Chandigarh. It is a large super market providing over 7000 product categories. The client wanted to launch an online store to serve the Tricity region.

Solution

The GCT team deployed a customized solution based on the Magento ecommerce platform. A responsive website was designed with custom Magento extensions to ensure a smooth and seamless buying and delivery experience.

The website was integrated with the existing POS solution used by the client to ensure updated inventory and easier management.

The main features of the website include:

1. Product Listing with complete product details and option to Buy

2. User registration and management

3. Payment Gateway for online payments and Delivery options for different times.

4. Daily discounted deals

5. Comprehensive admin system for managing the backend and reporting.

On the technical front, the web portal utilizes Magento based ecommerce solution with PHP/MySQL Server. The store can be experienced at: **https://soulbowl.in/**

Results

1. The online store has become one of the leading grocery ecommerce stores in the Tricity region with a dedicated user base.

2. The online presence has had a direct positive impact on the store revenue.

3. The client is now planning on launching native apps with a number of advanced features in the second phase.