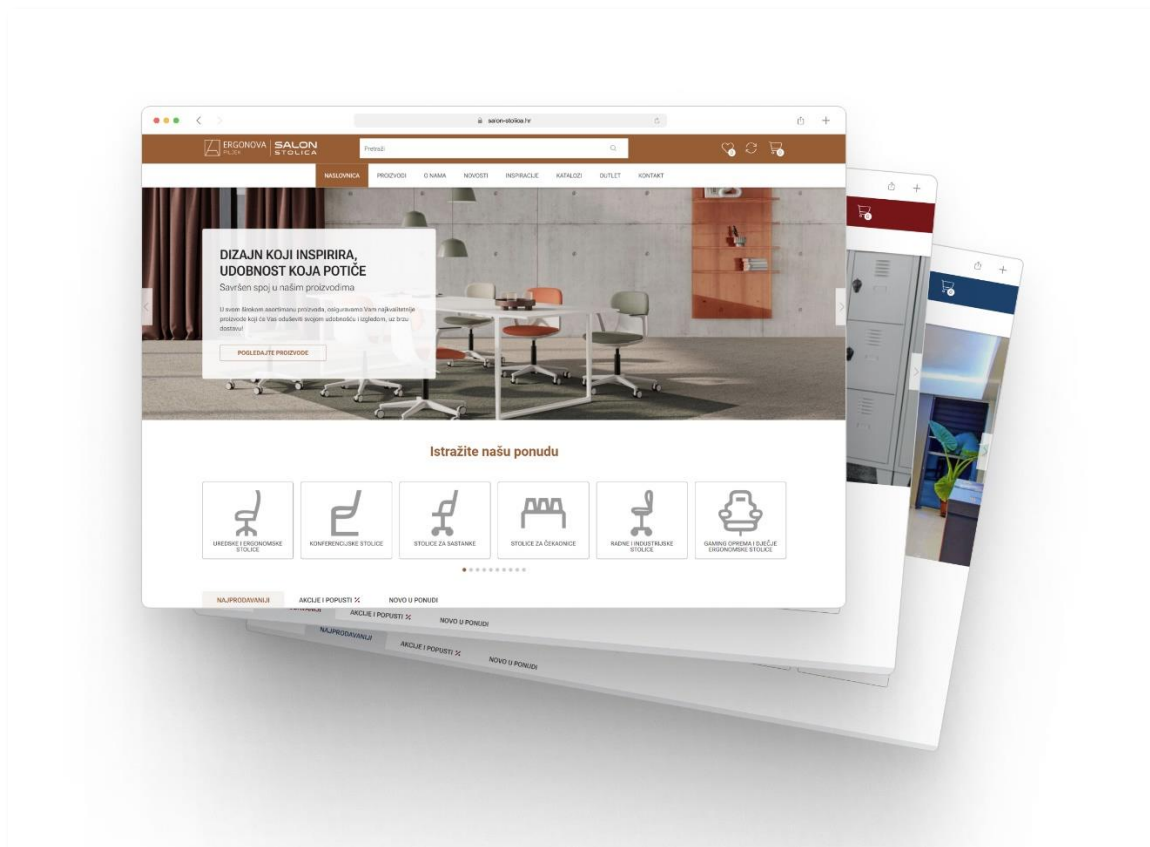


# Multiple store solution for a client with completely different trade goods



## Customer info

📍 Bravarija Piljek, Mirkovec 75, 49223 Sv. Kr. Začretje – Croatia

Bravarija Piljek is a leading company in Croatia for producing and selling banking and security equipment, with WARTHEIM AUSTRIA company as official partner. Furthermore, they started 30 years ago as a producer of workshop and storage equipment, industrial work chairs, industrial and workshop cabinets and all other workshop and industrial equipment, and they are still producing and selling their own products. During this period, they also started to trade with office chairs and office furniture.

## Challenge

Bravarija Piljek is a family company, and they were aware they have absolutely three different trade goods:

- Workshop and industrial equipment

- Banking and security equipment
- Office chairs and furniture

All their lives they have been building company on personal communication base with the clients, and they were afraid to lose it when stepping into online sales.

They didn't know how to access the online market properly, do they want to separate these three segments completely, or somehow stick it together, it is one company after all.

The most important thing for the Piljek family was to keep human touch in communication and avoid full automatization process.

### **Their goal was to:**

- Find an experienced team to advise them how to step into online sales
- Find an experienced team to help them to get modern and scalable eCommerce solution, as well as to consult and support them during and after the project.
- eCommerce solution must flawlessly work with more than 10.000 products.
- eCommerce solution must be easy to use with simple and intuitive administration
- eCommerce solution must support multiple store options
- eCommerce solution must support quick one page order request without any need for registration or creating account
- eCommerce solution must have "Inspirations" products views (like IKEA, when several products are shown and linked on one big picture)

### **Why did they choose us?**

After three meetings, our proposal and offer, conversations and communication with the client, they decided to work with us, because of the following reasons:

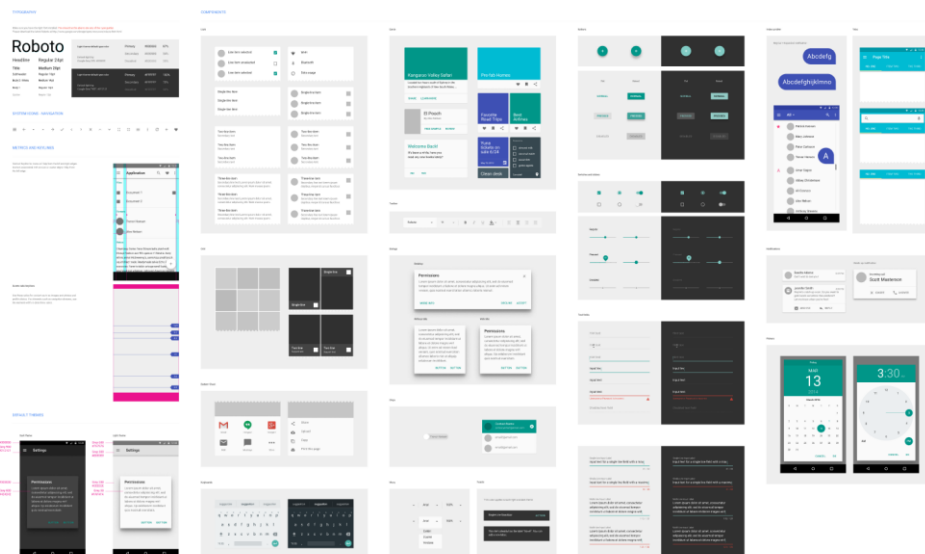
- They find nopCommerce administration very simple and easy to use.
- We have long time experience in developing eCommerce solutions.
- We managed to provide some quality solutions and ideas about their suspicions to the project approach.
- We have quite enough clients and references they consider as a high-quality solution.
- We tried to be as direct as possible in communication about our services included in the offer, and other requests they asked that are not included in the offer.
- We had also a recommendation from a former colleague they asked about our service.

## Project

### 1. Project started with **three workshops**:

- We need to get detailed information about the client production and sale organization and process.
- We manage to clarify online order process with lot of “space” allowing the client to step in direct communication with the client.
- We managed to define to create three stores with different domains but with quite the same design. Only the colors and really small details will make a difference from store to store, but all three designs will give the impression about one company behind it.
- We manage to define the client's ability to create some additional content that is important for them and as well to SEO.
- We managed to explain to the client what we expect from them and what tasks and information will be required during the project and how important this is, and how this could impact the project.

### 2. Project plan, technical documentation, milestones and delivery timetable



Now, after we “knew everything” and had all information about the project scope, it is a time to sit down for a day or two, and concisely distribute project to user stories and tasks, define delivery phase and milestones and write required technical documentation for the dev team.

- Based on the written US and tasks, we precisely know who is required to work in project (dev leader, backend developers, UX/UI designer, theme and frontend developers, analyst, QA and testers, project leader.)
- Delivery time was 3 months from finished workshops.

- Our dev leader made detailed technical docs for “Inspiration plugin” development.
- Our design team made a discovery process and defined a strategy for the design process.
- Based on team members availability and project delivery time, we made a project delivery timetable.
- We presented all of this to a client, so they knew all the project delivery phase, key milestones so they knew when they should provide us with necessary information during the project, and when will they start to add products.

### 3. Solution

Core application we are using for developing eCommerce projects is **nopCommerce**, as we are also nopCommerce silver partner.

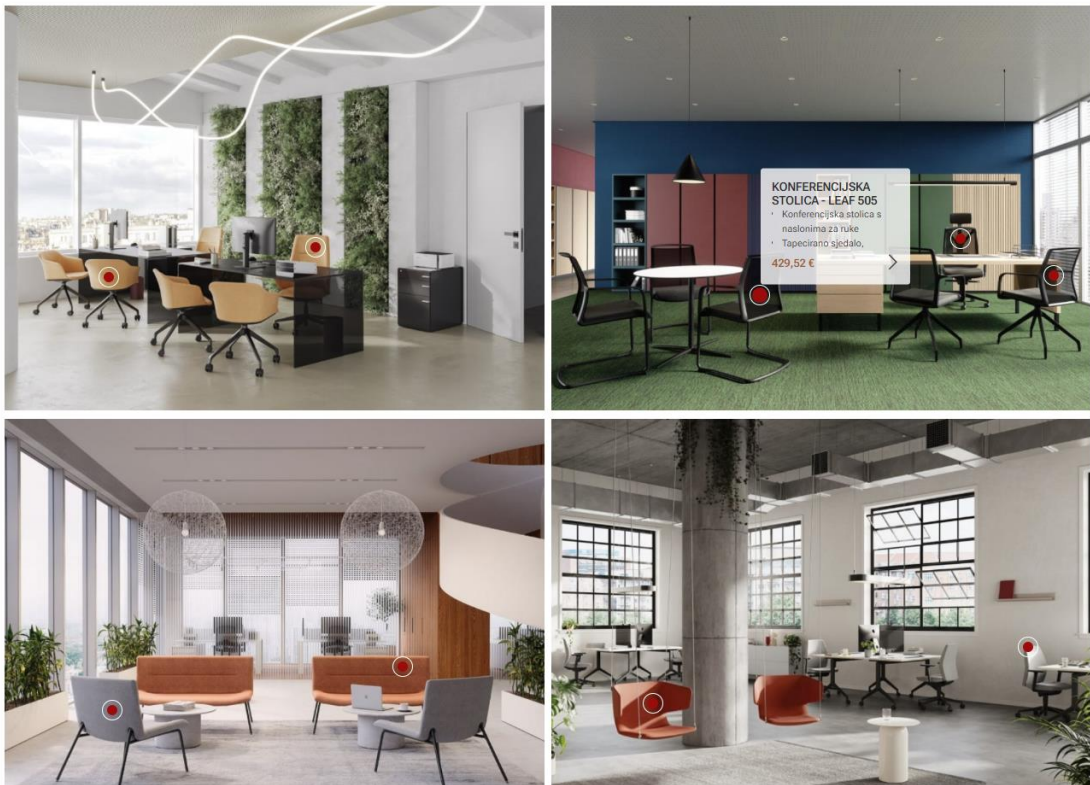
In this case we used nopCommerce ver. 4.60.6.

#### **The solution was developed and delivered as follow:**

- We have implemented nopCommerce on our dev environment, configure it with three stores, and deploy it to test environment so the client could see it and work with it.
- Then we organized client education, so they were able to use nopCommerce Administration and to start adding categories and products.
- Now the content is being added, so we can go on with other tasks.
- Our design team had to respect client requirements for the use of “category’s icons”, so with that in mind and colors proposed, they started to work with wireframes and user journeys, UX thinking, and finished with design with polished UI, for all three stores.
- There were of course some changes required by the client, so our design team, even though they don't like it, had to change it or to find some compromise solutions.
- Anyway, when our Figma layouts were accepted by the client, we could step into the next milestone, regarding visuals and layouts.
- Now it is time for our theme and front-and developers to step in. They were first analyzing design to find similarities, common components, etc., and to decide how to approach. Should we create only one theme for all three stores, where colors and other details will change based on the store, or to do anyway three separate themes where they will share all the same components.

- The final decision was to make three separate themes for each store, for the flexibility of implementation differences on homepage, footer, contact etc., and as well as for the further change's simplification. After analyzing time was done, they started to code.
- Theme building process is cooperation between theme developers and QA testers until developed theme code works without any bug or mistake on all major desktop and mobile browsers.
- At his point it seems we covered all major project tasks, besides “Inspiration” plugin.
- When it was finished and tested, and after the client approved it, all three websites were published to production environment.

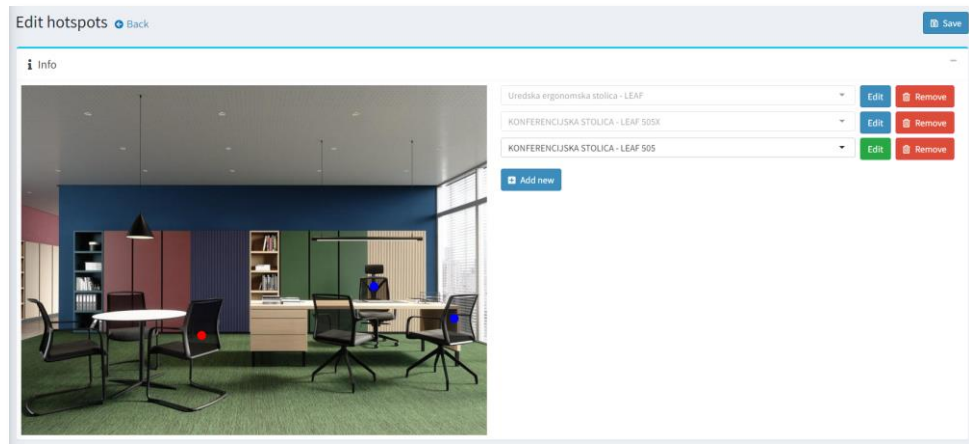
#### 4. Inspiration plugin



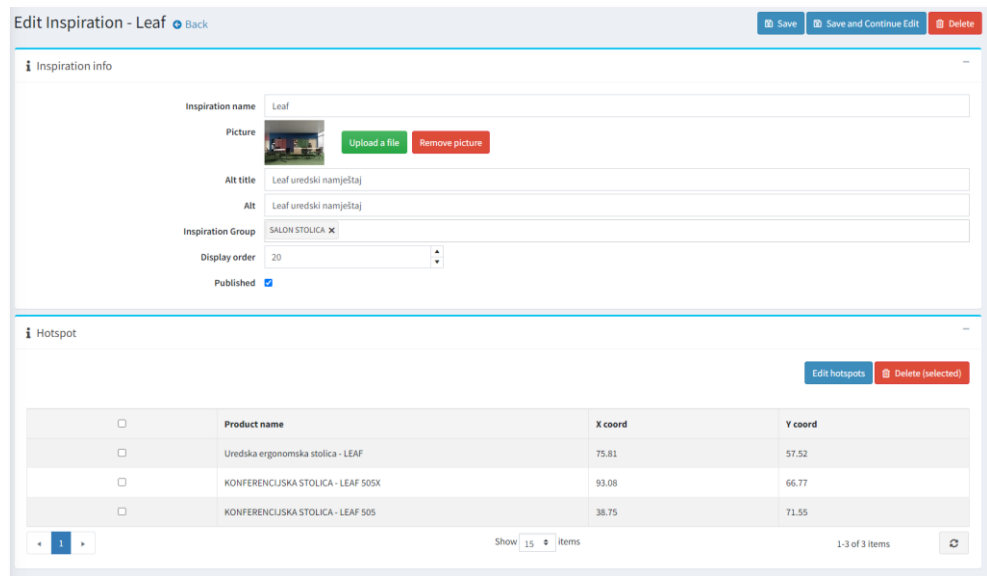
We developed a plugin for creating “inspiration images” with points leading to products. The idea is to allow the client to upload images, and assign “hot spots” leading to products.

- When installing plugin, it adds 5 tables into database
- It also adds 2 pages within the Catalog section (nopCommerce administration)
  - i. **Inspirations**
  - ii. **Inspiration Groups**

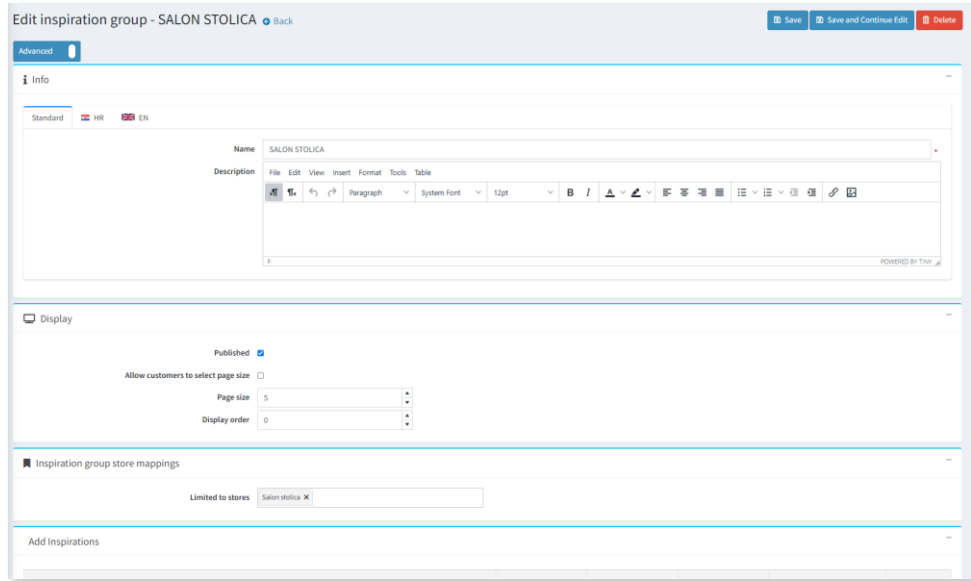
- **Inspirations** are images with assigned hotspots leading to products



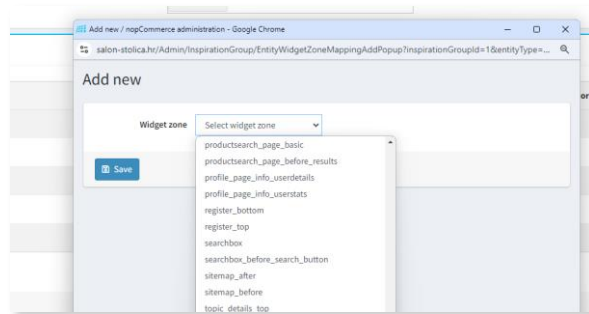
- **Inspiration** can be assigned to **Inspiration Group** with display order and publish status



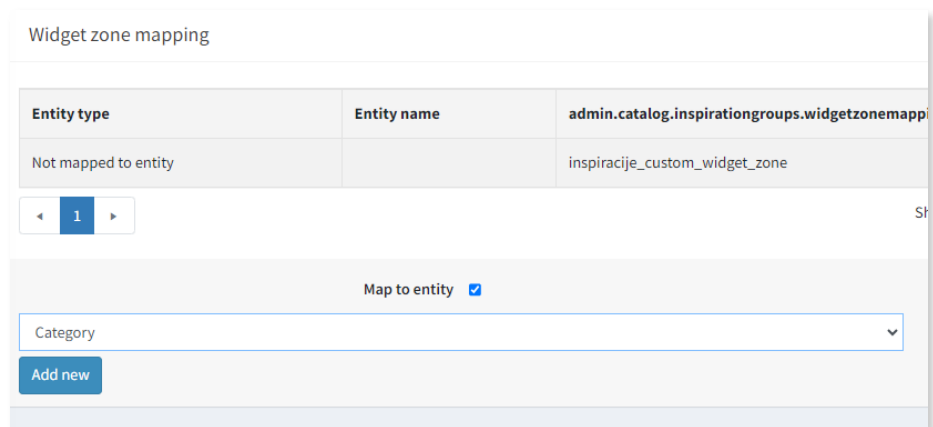
- **Inspiration Group** may contain one or more **Inspirations** (Images with hot spots), and contains Name, Description, Page size, Display order, Publish status, Store limitations and most important, **widget zone and entity mapping**.

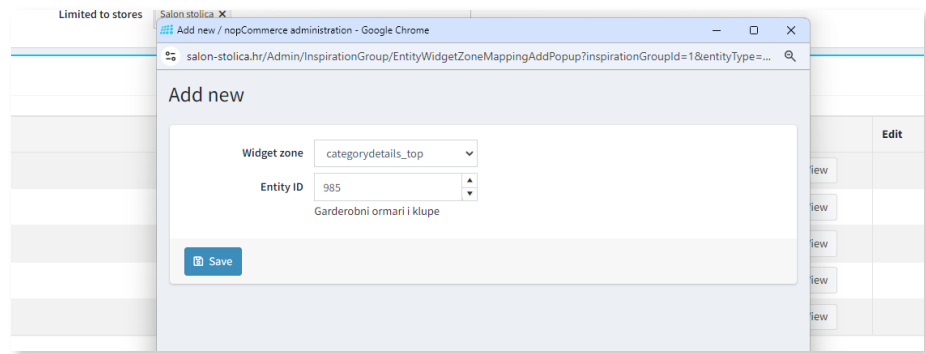


- How to choose where to show Inspiration Group, on the public web store?
  - i. Option to select widget zone



- ii. Option to map Inspiration Group to and Entity ID and widget zone





In this case, you can assign **Inspiration Group** to widget zone and choose Entity type and Entity ID, to show Inspiration only on specific Category, Product, Blog, Topic, Manufacturer.

- There is also possibility to create your own Widget Zone

## Result

The websites were launched at the end of March 2024, on time as we planned.

- Until today when we are writing this case study, the client increased the number of orders by more than 15% in relation to the number of orders there are operating within regular business.
- Webstores have more than 8.000 users/month.
- Clients and business partners of the Piljek family are amazed to have the option to send their orders online.
- The client is satisfied with the ordering process, as they still contact buyers after receiving orders.
- The client started to notice the advantages of the business process digitalization and announced upcoming ideas to develop and implement.
- The client is also satisfied with the solution of three different domains with three different stores, also gathered into one company.
- The client is finally able to invest in digital marketing and online advertising, in order to strengthen their position within online sales.

### Mr. Dejan Piljek said:

*Sistemi.hr have so much experience we noticed right on the first meeting, and the way they consult and advise us how to make a move into the right direction even before and during the project is truly mark of professionalism, responsibility and honesty. We are happy and satisfied to work with such a team.*