

CASE STUDY



Best revenue model of
Online Grocery
Business set up in India.

Grocery
E-commerce

A new company in South India wanted to set up Online Grocery Business in the pandemic era 2020-21. That company is a grocery retailer and wholesaler supplying everybody from small and independent stores. They also sell direct to the end user via their retail website and stores.

We at TOQSOFTHelps the business owner to start his online grocery store (website/app) and delivers groceries to customers in a specific city or region. To get successful in starting and operating an online grocery business, you need to focus on the product availability and real-time inventory are very important, both of which can impact brand loyalty.

IMPORTANT FEATURES

To make an excellent grocery app we had to keep in mind few most important features of online grocery store and our development process was based on those features. Few important features are discussed below.

Easy sign-up process

We made easy sign-in and sign-up process so that user can feel easy and smooth experience when user comes to the website or app.

Enhance Search

Grocery store has hundreds of products and several categories. A user can get the list of items or most viewed/most sold items on the website/app. By the enhance search appropriate grocery items can be found easily.

Add to cart option

The “Add to cart” option enables a customer to buy several items at a time. It works exactly like physical shopping cart in a shopping outlet. User can remove the items from list in the cart if needed and from here directly user can jump to payment section to finalise the shopping.

Digitisation of today’s world encourages the business to step up on online platform and enhance their circle of reach. Many companies are benefitted by the leverages of online business platform. In recent years many grocery store owners came to online business mode and spread their wings in the world which was never in the reach of them.

Custom Admin Panel

To manage the e-commerce application, we need an admin panel where admin can update, delete, & add the products and services, fix the tax and price, manage the inventory level, insert/delete the images, get the customer and vendor lists. Several reports of sales, purchases, and inventory can be generated.

All these features are available and can be seen on dashboard of admin control panel.

We have developed the application to control whole e-commerce website, android and ios app.

Multi store and multi-vendor

Multi store model means by purchasing one license of e-commerce application multi store can be managed with single database. No need to buy a license for every store.

Multi-vendor feature is an e-commerce platform to create online marketplace in which a vendor can sell their products and services through a single store front.

Safe and convenient payment procedure

After selection process customer must make online payment to complete the shopping. We made the application safe and secure for online payment. Making secure payment gateway is an important aspect of any e-commerce application.

Seamless checkout experience

We made an effective e-commerce application such a way that user can easily complete their transaction without any potential hurdle in order and payment process.

GROCERY E-COMMERCE WEBSITE

After finalising the template, we first design the responsive website. Responsive design is a web design approach in which design and development should respond to the users' behaviours and environment based on screen size, platform, and orientation.

In website we displayed every option and feature, so that client could understand the final product. Once we got the go ahead from the client, our development team started working on frontend as well as backend.

Database was common for the apps and website. All the information stored in a database and the data would be fetched by the website and apps.

Real Time Inventory

Real time inventory is a feature, and it is control by admin. Once the item is added by the admin it will affect the numbers of items available on the main website/app. After purchasing the products by the customer number of items decreases. Not only these many reports are generated in the section of inventory.

We have given many other features which are very common and necessary for any e-commerce application.

Complete dynamic catalogue of products

Search for products to locate any product easily

Product promotion with Product of the day, week, and top selling

Sale price and discounted price display

We completed the website after few further suggestions by the client. We implemented the features which were agreed by us and client. Then after we hosted and launched the website successfully.

GROCERY E-COMMERCE APP

Just after launching the website, our app team got accelerated. Backend was ready only we had to work on frontend. Skin design was ready earlier. Our android team completed the grocery e-commerce android app. We published the app on Google Play and made android grocery e-commerce app available to users.

At the mean time ios app was completed ready to publish. Our ios team submitted the app of grocery e-commerce to the App Store. We followed some technical and prerequisites before submitted the app to the App Store. Now grocery e-commerce ios app was available for the users.

THE FINAL OUTCOME

The new website, android app, and ios app came to existence in the period of pandemic 2021. The company started getting business by the applications. Slowly they are increasing the number of customers day by day.

Now they added plenty of grocery category and hundreds of products under that. Website/apps are working fine. Company is getting payment through payment gateway smoothly. We at TOQSOFTE providing support 24/7 when needed.

What's new? What's hot items?

Recommended products

Customer login and wish list

Up selling and cross selling products

Integration with stock - Product availability status display

Merchant or vender management

Real time payment gateway for credit card/e-Wallet processing

Discount coupons