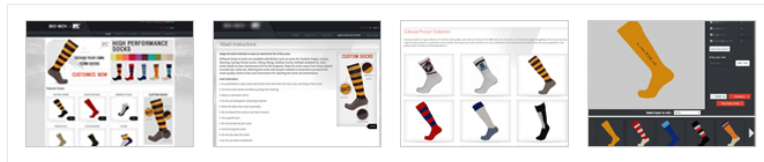


CREATED AN E-COMMERCE WEBSITE FOR A SUCCESSFUL APAC SOCKS MANUFACTURER AND RETAILER

Project Snapshots



The Client

Our client is a leading sock manufacturer from APAC, and has been in the business of manufacturing sporting gear and outdoor socks since 1972. The client retails his products through his website, as well as through high-street retail stores. Over the years, he has gathered a strong and loyal customer base, making his products immensely successful in the sport and outdoor field.

The Requirement

Due to a significant demand for his products, the client was in need of a robust e-commerce website solution and approached Flatworld Solutions with the following requirements -

- + The website should have an easy to use and streamlined content management system
- + Website users should be able to custom design socks without any hassle
- + Website should be responsive to ensure it could be used easily on mobiles as well as tablets
- + The website should support group buying and auction features

The Challenge

At the time when he approached us, the client did not have an online presence, an aspect which was adversely affecting his business. He wanted a fresh website design which was not only aesthetically pleasing, but was also intuitive and enabled fast and easy customer customization of their products.

Our Solution

Our experience in web and software development allowed us to create a website which not only answered the client's requirements, but exceeded his expectations. Our solution consisted of a CMS enabled, fully customizable and unique e-commerce website with the following features -

- + Users could customize and buy socks immediately
- + An elegant and intuitive web design
- + Ability to manage all stock, stock levels, stock attributes, customer accounts, delivery details, payment methods etc.
- + Fully secure shopping cart and checkout
- + Full responsive and with mobile and tablet support

The project was completed and delivered to the client within a few weeks, enabling his online business to hit the ground running.

The Result

The client was extremely satisfied with our e-commerce solution. The success of this project ensured the client's business received a significant boost, along with providing other value-added benefits such as -

- + The client's website was completely SEO ready, as a result of which it is now flourishing in the search engines
- + The client's web sales have eclipsed his offline sales
- + His overall sales increased by 100% in less than 12 months since launch
- + No further assistance was required by the client, as full e-commerce management training was provided to him as part of the build
- + The client has now extended the solution to his other subsidiary offerings

Avail the Flatworld Expertise in e-commerce Solutions

At Flatworld Solutions, we have an in-depth understanding of how e-commerce works, allowing you to present robust, customer-friendly offerings which in turn spur your business towards greater heights. Over the years, our comprehensive solutions for global businesses in the fields of [custom software development](#) and [mobile development](#) have enabled us to deliver customized, scalable, [cost-effective](#), and impeccable e-commerce services.

[contact us](#) to know more about how we can add value to your online business offerings like we did for this client.