

Developing Inventory Management System and Redesigning Shopify Website for a Leading Wine Company

HIGHLIGHTS



Streamlined Inventory Management
with Real-Time Updates



Integrated Card Save Functionality
for Automatic Payments



Implemented Responsive Web
Design and Filtering System



Improved Visibility, User
Engagement, and Revenue

THE CUSTOMER

The customer is a San Francisco-based wine store that sells fine & collectible wines from around the world at competitive prices. They have been in the business since 1985 and are renowned fine wine consultants and trusted advisors. They have a Shopify web store where they sell a variety of wines online.

THE CONTEXT

The customer purchases wines from different countries and suppliers which takes months to deliver. So, they wanted to develop a multi-level inventory management system to streamline this process for their backend as well as the end-users. This system would help them keep track of their inventory in different phases and update the users on the website for the same. Additionally, the customer's website had an outdated design which they wanted to update to make it more user-friendly and engaging.

THE OBJECTIVE

The customer wanted to sell the wines as pre-orders by displaying to their users the stock and transit status of wines from their as well as the supplier's end. So, the objective was to develop a standalone inventory system that can automate the purchase order status and management on the website. The payments for the orders were done manually by the admin via users' cards. They wanted to upgrade the process by adding a card save functionality to automatically deduct payments. They also wanted to add new website components and a filtering system to revamp their website.

THE SOLUTION

- We developed an inventory management system outside of Shopify using Shopify APIs.
- The customer can create PO (purchase order) and update its status (created, in-transit, received, canceled) in the inventory system which is automatically updated on the website.
- The user can see the updated inventory and their order status on the website in real-time.
- To facilitate payments, we added a card save functionality on the website using authorized .NET integration.
- Now, the user can save multiple cards and can define the primary and secondary cards for payment deduction. The admin gets complete visibility of these payments.
- We added a filtering system with which users can sort products based on multiple criteria for faster and relevant results.
- We designed and implemented responsive design components on their website to enhance user experiences.



THE OUTCOME

With Grazitti's help, the customer is now successfully managing their inventory and POs and are able to provide better product visibility, real-time order updates, and simplified payment processing to its users. The website redesign has significantly improved their user engagement and decreased the bounce rate on the website. All of this has resulted in increased purchase orders and revenue for the customer.