

أسواق
aswaaq

let's all speak aswaaq

www.aswaaq.ae



RETAIL STORE

aswaaq, as a well-known and trusted retailer in the UAE, needed a bilingual corporate website that could stay one step ahead of their competitors. The result is an uncluttered look and feel website followed by a smooth user journey. After developing the new website, aswaaq's traffic improved, and the page views also increased, subsequently, by 40%.

Page views increased by

40%

Background

Established by the Dubai Government and Sheikh Mohammad Establishment, aswaaq LLC is recognized as a trusted retailers in UAE. aswaaq manages and operates supermarkets and retail community malls that combine the spirit of a bazaar and give the feeling of an outdoor market located at the heart of the community. Each community mall is complemented by a tailor-made assortment of retail shops to meet the different needs and demands of the surrounding communities, such as pharmacies, beauty salons, stationary stores, restaurants, banks, and others.

Goals

aswaaq needed a corporate website with bilingual support and enhanced user experience so they could remain one step ahead of their competitors.

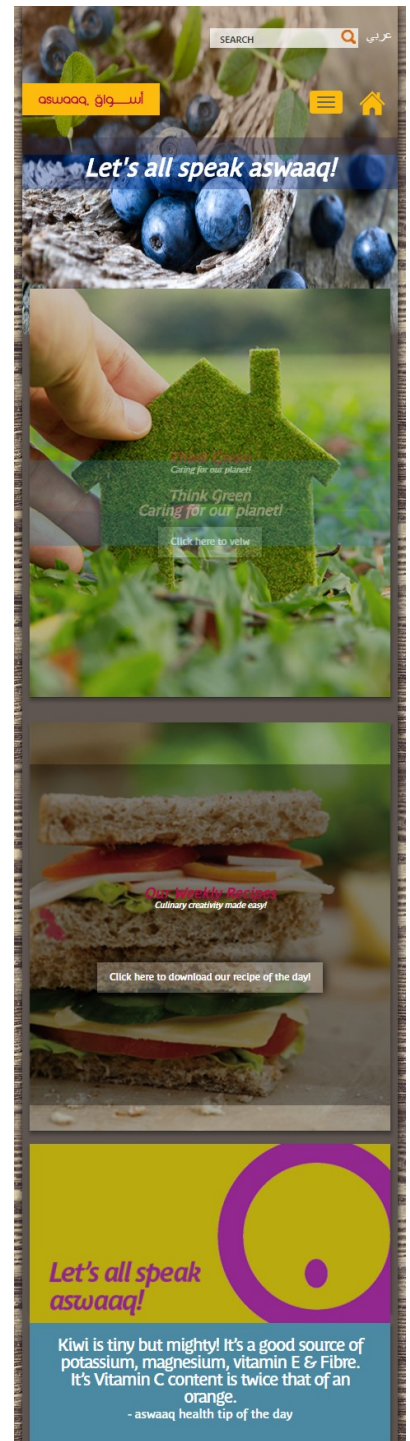
- **Theme and design:** An innovative theme and design that is in sync with the latest UI trends.
- **Responsive design:** The fast loading of the website is preferred so that visitors can access the desired information quickly. The Design was built keeping this in mind so that the user experience on any device, mobile, or tablet, is uniform.
- **Improved usability and navigation:** Analyzing current trends and general navigation tweaks and incorporating them.
- **User accounts:** Giving extra benefits to registered website users.
- **Ongoing maintenance and development support:** Providing year-round support and maintenance to keep the website in perfect shape.
- **Easy-to-update content management system**
- **Customized features:** Career Opportunity module and Leasing Opportunity module.

Challenges

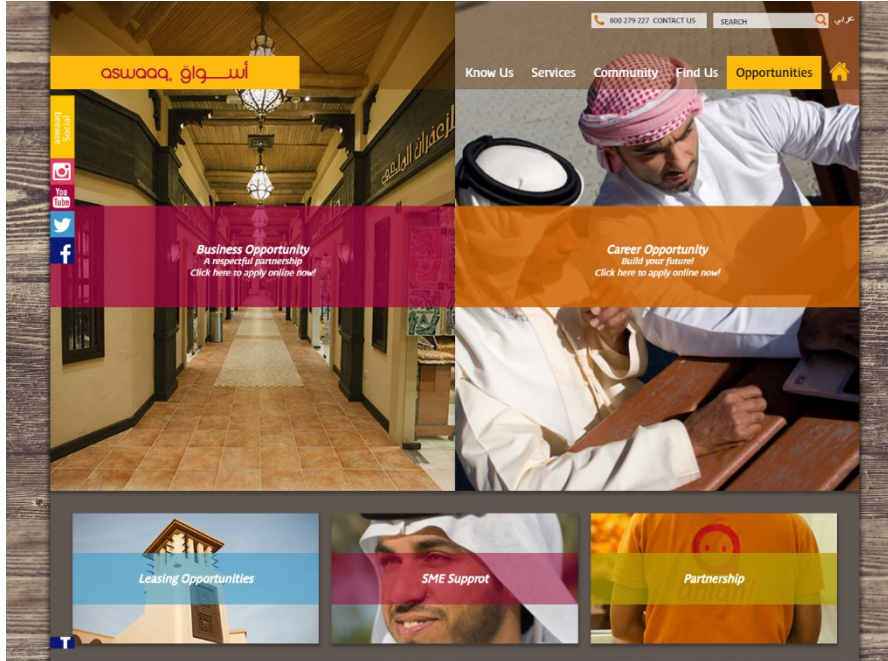
- The main challenge was faced while developing the two modules - Leasing Opportunity and Career Opportunity.
- The Leasing Opportunity module serves website visitors interested in leasing space from aswaaq.
- There is a messaging feature for logged-in users, they can use to send message to the admin concerned. The interested person can log in as admin and view all the submitted forms.

Solution

Custom web parts were created for the Career Opportunity module, and a custom module was used for the admin panel to view submitted



applications. Among other Kentico features are messaging web parts and a default form that is the base for the Leasing Opportunity module, as well as a few more inbuilt web parts to display saved forms.



Results

The newly designed website, with its clean and uncluttered look and feel, gives visitors easy access to all necessary information.

A user-friendly experience, with rich functionality and navigation, guarantees the visitor keeps coming back for more information.

The user is free to choose between the language according to location and preference. The multilingual capabilities of the framework, with a translation workflow, was used effectively to customize this feature.

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Key criteria for choosing Kentico

Kentico was the clear choice for aswaaq as it offers the following:

- The ability to create workflows for multiple content editors
- Multi-lingual capabilities with a translation workflow.
- An ease-of-use web content management system and easy content scheduling
- The ability to meet the growing needs of aswaaq easily and quickly



Citytech

Established in 1993, Citytech serves customers across the globe. We are Microsoft Gold Certified Partners and have very strong team of programmers on Microsoft Technologies. With a team of 125, we are well poised to meet all requests from our customers.



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