



Case Study



Icreon

Elvy

An Online Mail Order Catalogue

With the Indian retail industry in overdrive, Elvy Lifestyle Pvt. Ltd., perceived India as the largest international shopping destination in the world. To capitalize on this, they thought of an innovative concept for launching an Online Mail Order Catalogue through which customers could buy simple items such as groceries etc. After careful research, and a thoroughly planned and practiced service, Icreon came up with www.elvy.in.

Customer Profile

Stalwart Creations is the parent company of Elvy Lifestyle Pvt. Ltd. A reputed exporter of premium handicrafts to countries around the world, their product range comprises of home products etc. Their clients include international retail chains as well as the world's leading catalogue marketing companies.

Business Requirements

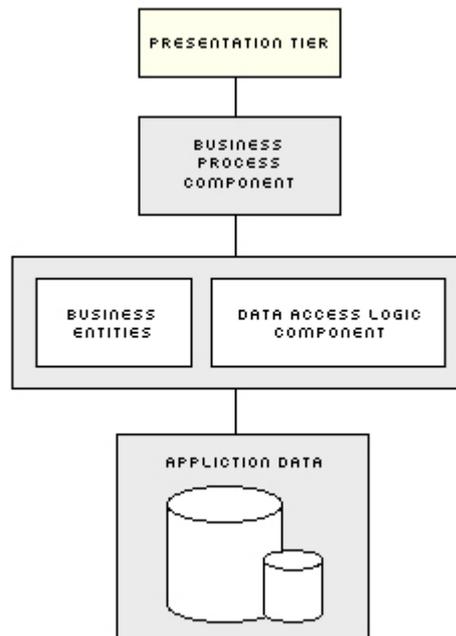
Elvy Lifestyle Pvt. Ltd. had envisioned introducing to the Indian home, a shopping experience which was only previously available in the West. They desired that the Indian consumer could, from the comfort of their homes, examine, explore, plan, and buy world-class lifestyle products.

An Online Mail Order Catalogue for Lifestyle Product Seekers

Benefits

- Fully customized and administrator driven processes to regulate front-end features.
- Comprehensive access to the product and order information.
- Easy order processing & transaction management.
- Attractive and user-friendly interface.

Icreon has provided Elvy Lifestyle with the first Online Mail Order Catalogue in India. The web based solution offers a range of products for and within Servings, Bar, Décor, Games, Office, Bedding, Bath, Juniors etc. The products displayed in their catalogues have either been procured from various countries or have been created in special design centers in India and overseas.



This application is based on a 3 tier architecture.

ELVY MODULES

The web application developed by us is highly customer friendly, integrating numerous sections to ensure that Indian customers enjoy a shopping experience that has been available only in developed markets of the West. These sections are:

Products Details Module

- Allows customers to browse through the complete product details which include its title, price (Gross & Net), the company selling the product, how the product has been rated and reviewed, other specifications and any offers related to the product along with other recommended products.
- Enables customers to post reviews for the product and add the product into his wish list. Customers can also intimate their friends about the product.
- The Product Detail page contains Recommended Products that are managed through the Admin panel.

E-mail Notification Module

- Sends an acknowledgement at the time of User registration.

- Sends a mail to with customized links and messages when a User recommends a product to a friend.
- Subscription or un-subscription from newsletters.
- Viewing or changing “My Product Notification” list.
- Sends a notification to the User at the time of order confirmation.

Public Module

The Public Section displays all the products and services offered by the website. Visitors can view and browse through product information, although they need to register before making a purchase.

User Module

This section defines features and functionalities available to registered users. The user section allows registered users to view and modify their profile, view past and pending orders, manage My Wish List and other relevant features.

Administrator Module

This section defines the features available to Administrator of the site. The Administrator can view or modify the content/products/orders and other sections of the site. Updates are made to the E-Commerce database, maintaining data integrity and table consistency.

Technologies used in developing this application are:



Summary

With the help of Icreon our client was able to provide Indian consumers with Elvy which is pegged as India’s only Lifestyle Mail Order Catalogue. Icreon has provided a solution to today’s shopper, where time is in short supply and the prospect of shopping from the comfort of one’s home simply by flipping through a well-designed catalogue suggests a smart move.