

# Case Study: Dhakeswari Bastralaya

Dhakeswari Bastralaya is an established Kolkata-based brand that deals with selling various types of sarees sourced from across India. The business approached Digital Aptech to build an E-commerce platform to help them cater to a larger customer base

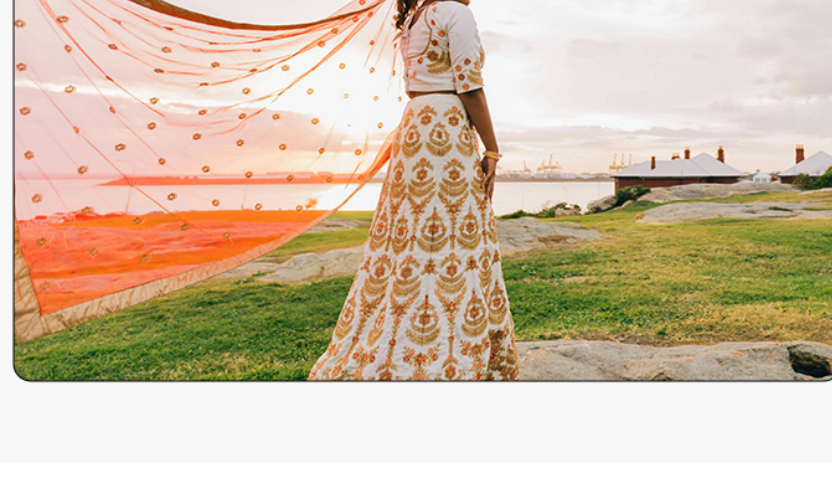


Avg. reading time: 2 min

## Project Overview

- Dhakeswari Bastralaya intended to modernize its business and reach out to a larger base of customers with a dedicated online platform for sales of its products
- The brand wanted to improve customer engagement, customer experience and overall profit with the online platform that we develop

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## Client Background

- Dhakeswari Bastralaya deals with various kinds of sarees in India with contemporary designs to offer customers a unique collection that reflects the essence of India's diverse culture.
- The brand planned to completely digitalize its operations in addition to having retail stores and showrooms



## Challenges

- Integration of a secure payment gateway
- Updated inventory management
- Real-time tracking of orders
- Building a Magento-powered platform on a tight budget while including all specific features as asked by the client
- Service and stability level challenges and issues with the existing platform of the business

## Technology Stack used



Magento 2.4



Elastic Search

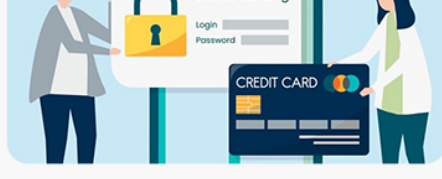


MySQL

## The Solution Provided

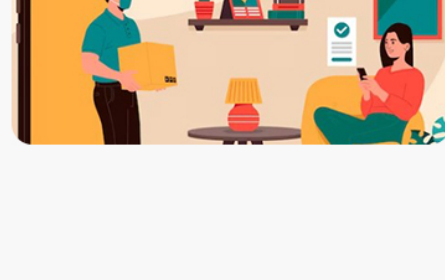
### Solution #2

Secure online payment module integrated



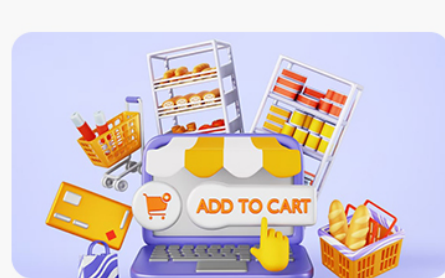
### Solution #1

Providing on-time and real-time tracking updates of products



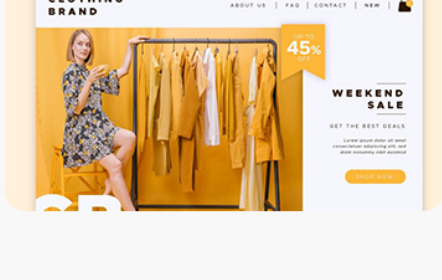
### Solution #3

An easy-to-use online E-commerce platform with simple product categorization



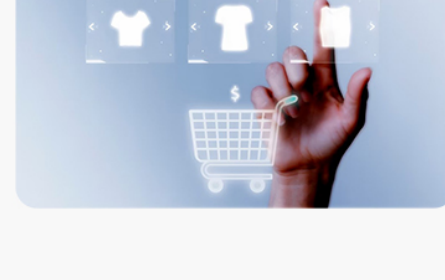
### Solution #4

Attractive layout and website design



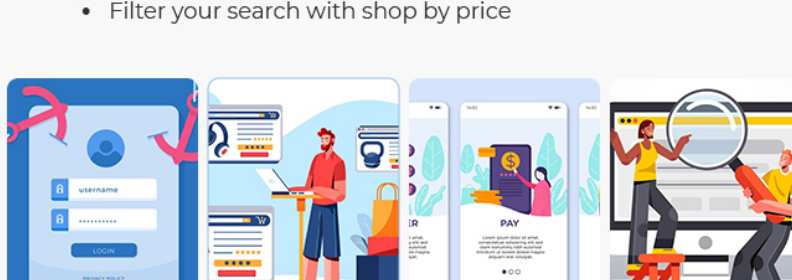
### Solution #5

Menu with product categorization to help users find products they are looking for



## Key Features and Benefits

- Secure and smooth login with hassle-free account creation
- Availability of one-step checkout
- Multiple online payment options
- Filter your search with shop by price



## The results

- A customer-oriented and smooth dashboard for existing and potential clients
- Attractive layout and website design
- Full-fledged online platform
- Secure online payment options integration
- Add to cart and image zoom option

## Conclusion

- With cost-effective staff augmentation solutions through dedicated resources, the business was successful in improving its operations
- The business saw a massive improvement in its profit since the e-commerce website was launched
- Buyers were able to use the website and place an order through various devices without any compatibility issues or technical glitch
- The attractive and responsive website with user-friendly features helped to improve customer satisfaction
- The business managed to cater to more clients through the online store



## Ready to take your business to new heights?

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