



## Case Study: Parrish Farms

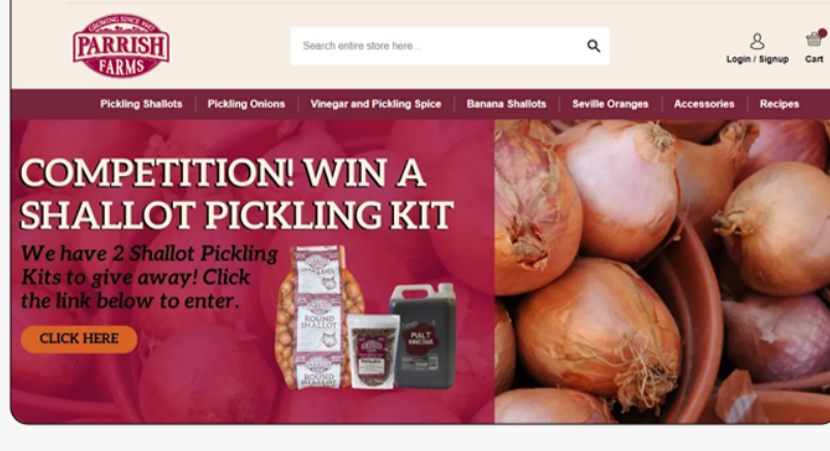
Parrish Farms is a grower of top-quality onions, shallots, banana shallots, quinoa, and seville oranges. The company wanted to develop an E-commerce website from which users could order its products online

Avg. reading time: 2 min

### Project Overview

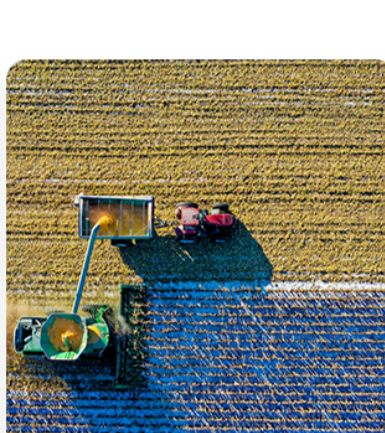
- The company wanted us to design and develop a highly useful e-commerce store with an attractive design
- It wanted our team to include a detailed description of each product with an option to add the product to the cart

Read more



### Client Background

- Parrish Farms grows round pickling onions, pickling shallots, vinegar, spices, onions and other fresh items on the fertile Bedfordshire Greensand Ridge
- The business has been around since 1927 and is involved with growing fresh onions, shallots and other produce



### Challenges

- The existing website of Parrish Farms did not have e-commerce features integrated into it
- There were no existing platforms that sold farm-fresh, top-quality organic products
- Integration of an online payment option for customers to use a preferred mode of payment while buying products
- Classification of products across different categories to help users find what they are looking for easily

### Technology Stack used



Magento



PHP



MySQL



JavaScript

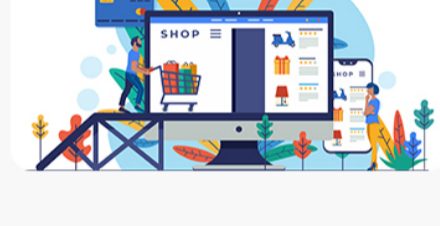


KnockoutJS

### The Solution Provided

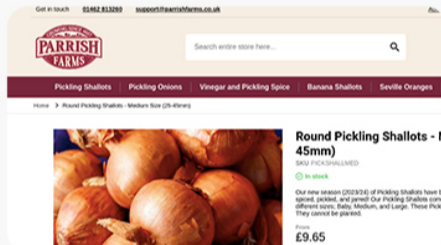
#### Solution #1

Designing and developing a highly useful e-commerce store with an attractive design, smooth navigation



#### Solution #2

Inclusion of all features of a state-of-the-art e-commerce store



#### Solution #3

Inclusion a detailed description of each product with an option to add the product to the cart, integrate online payment options for customers



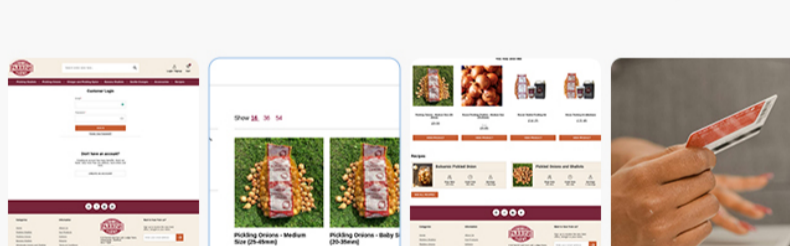
#### Solution #4

Integration of order inventory management for smooth operations of the business



### Key Features and Benefits

- Secure and smooth login with hassle-free account creation
- Filter your search with shop by price
- Availability of one-step checkout
- Multiple online payment options supported by Paypal
- Advanced location-based search in checkout with postcode



### The results

- A well-organized, visually attractive, intuitive, and smooth website where users can order farm-fresh organic products with just a few clicks
- Increased brand awareness among the potential customer base
- Superior user interface and designs promoting customer experience
- A secure and smooth online payment gateway with which users can buy products online in a safe way

### Conclusion

- The attractive and responsive website loaded with user-friendly features helped to improve customer satisfaction and engagement.
- The site's ranking and the brand's credibility improved
- The business witnessed improvement in its operational efficiency since the e-commerce website
- Parrish Farms managed to improve its overall business and profit with reliable and cost-effective staff augmentation services from DAPL
- Buyers were able to use the website and place an order through various devices without any compatibility issues or technical glitch



## Ready to take your business to new heights?

Book a meeting with us to understand how we can Digitally Transform your brand

Schedule a Meeting

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