

Case Study: Supreme Creations

Supreme Creations is an ethical manufacturer of sustainable, eco-friendly, reusable packages, bags, and giveaways. The organization reached out to Digital Aptech to design and develop a world-class e-commerce website for its users to make online purchases in a hassle-free and secure way

Avg. reading time: 2 min

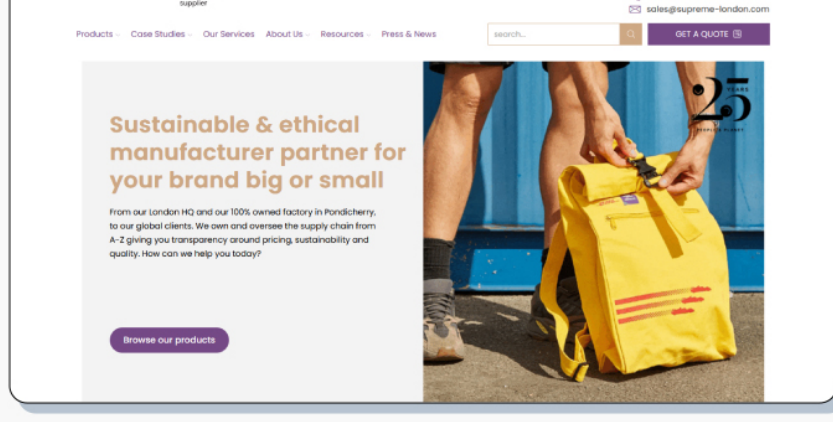


The World's Largest Ethical Manufacturer of Reusable Bags, Eco Packaging and Giveaways.

Project Overview

- The business was looking to expand its sales and reach out to a larger customer base with a dedicated online store
- Our team understood the unique requirements of the brand, its target audience, its specific business goals and decided to develop a Magento-based E-commerce website

[Read more](#)



Client Background

- The brand is a US-based online business focusing on manufacturing and selling eco-friendly items for other businesses and end-user customers
- The company lacked a dedicated website for handling online purchase requests
- The current website of the company was meant only for promotional purposes, and it wasn't designed for e-commerce



Challenges

- Integration of categorized product placement with every product detail
- Integration of a tool for customizing the order before placing it
- Including an option to book a call or chat request with an expert regarding the order
- An easy and simplified product listing for users to find the exact product they are looking for

Technology Stack used



Magento



MySQL

The Solution Provided

Solution #1

Integration of a registration page for users to let them create a profile



Solution #2

Designing an interactive website meant for the purpose of selling reusable, eco-friendly packages, gifts, bags and giveaways



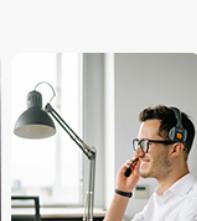
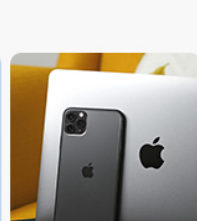
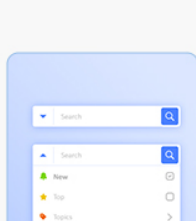
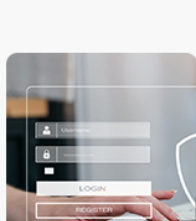
Solution #3

Making an attractive website equipped to manage online orders



Key Features and Benefits

- Easy account creation and smart login
- Filter-based search of products using the advanced search bar in the navigation menu
- Mobile-optimized pages of the online store
- Attractive and user-friendly listing
- Simple access to customer support

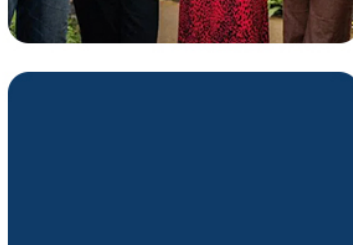


The results

- An attractive, easy-to-use e-commerce website with top-notch features and navigation
- The website comes with a stunning design with multiple categories where users can search for different reusable items easily
- Availability of options like Free samples on request, a Dedicated account manager, Free digital mock-ups and more

Conclusion

- A satisfied customer base helped the platform to expand itself and add new users.
- With new users, the brand witnessed a stunning improvement in revenue and growth
- The platform witnessed improved efficiency and scalability of the operation through reliable staff augmentation services via the Dedicated Resource Model.
- The newly designed website runs smoothly across multiple devices without any compatibility issues or technical glitches.
- Improved customer experience made the brand popular
- More businesses began to explore the usage of eco-friendly packaging



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](#)

[Visit our website](#)

India

En-34 (9th Floor), Block-EN,
Sector - V, Salt Lake City,
Kolkata - 700091, West Bengal

USA

1904 Canyon Edge Dr. Austin,
Texas 78733

UK

10 Milton Cres, Ravenshead,
Nottingham NG15 9BD