



## Case Study: Tafa Reseller

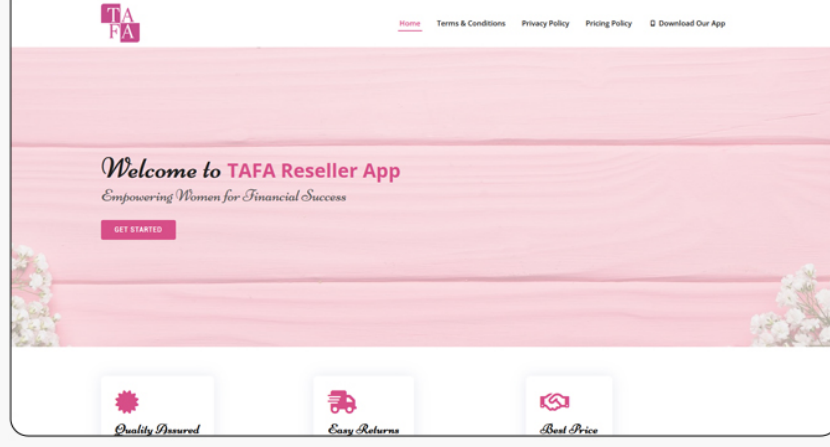
Tafa Reseller is an online business with the objective to provide a stage for product re-sellers, specifically for women. It will be similar to an E-commerce platform but dedicated to resellers. Digital Aptech designed a clean and responsive web application as well as a mobile platform for the business.

Avg. reading time: 2 min

### Project Overview

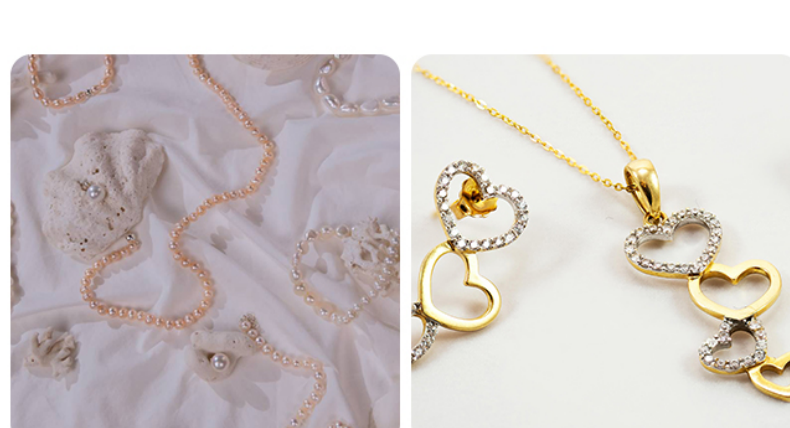
- We were approached to design and develop a web and mobile application as per the client's requests.
- For the web application, our team decided to use PHP and Laravel, whereas for the mobile app, we used React Native.

Read more



### Client Background

- Resellers also will be able to buy products through this application and be able to send them out to their end customer's addresses. In this way, they could change the price of the product as desired, and end customers would be unaware of the actual price.
- Tafa Reseller wanted us to design a unique and user-friendly platform that would support all the special functionalities that they wanted to incorporate



### Challenges

- Developing a clutter-free website and a high-performing mobile app with a dashboard and smart navigation dedicated to reselling
- Integration of a feature allowing resellers to share products directly with end customers through social media platforms such as Facebook and WhatsApp
- Integration of a feature that would allow resellers to buy products and send them to the address of customers
- Inclusion of a feature that would keep the actual buying price of the reseller unknown to the customers

### Technology Stack used



React Native



Laravel



PHP

### The Solution Provided

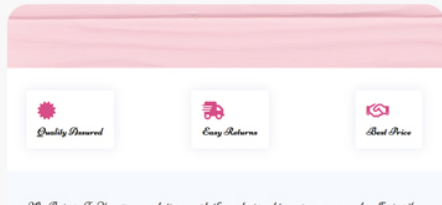
#### Solution #1

We designed and developed a dedicated website as well as a mobile application that would be specifically for the purpose of reselling items



#### Solution #2

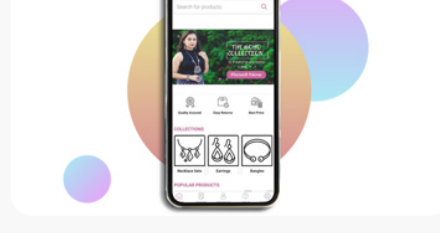
Our team integrated a user-friendly, feature-rich platform with world-class functionalities



*"We design 'It's You' - a revolutionary platform designed to empower women by offering them a re-seller's financial independence, unleash their entrepreneurial spirit, and embrace a journey."*

#### Solution #3

The new web and mobile app come with easy navigation and attractive design



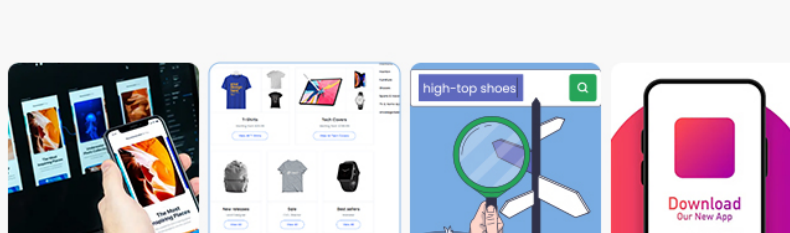
#### Solution #4

The Android app that we developed packed all the latest app development features, trends and Play Store guidelines



### Key Features and Benefits

- An attractive layout with a smooth UI
- Products spread across multiple categories
- Easy search and navigation
- An integrated option to download the app directly



### The results

- A well-performing, user-friendly, easy-to-use, smooth and interactive platform
- A world-class mobile app that is supported across multiple platforms and devices
- Integration of multiple user-friendly features that allow resellers to buy multiple products and resell to end customers

### Conclusion

- Users have been highly satisfied with the easy-to-use features, attractive design and layout of the website and the app. It has made the process of reselling products easier and faster
- The newly designed app and website run smoothly across multiple devices without any compatibility issues or technical glitches. This resulted in higher customer engagement
- A satisfied customer base helped the platform to expand itself and add new users. This helped the platform's revenue and growth to increase
- More footfall on the website and higher app downloads resulted in increased brand awareness
- The process of reselling became faster and easier contributing to more women joining the reseller community



## Ready to take your business to new heights?

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