JIVA InfoTech, Inc.
Get more done for less

Case Study

Electronic Commerce for Apparel

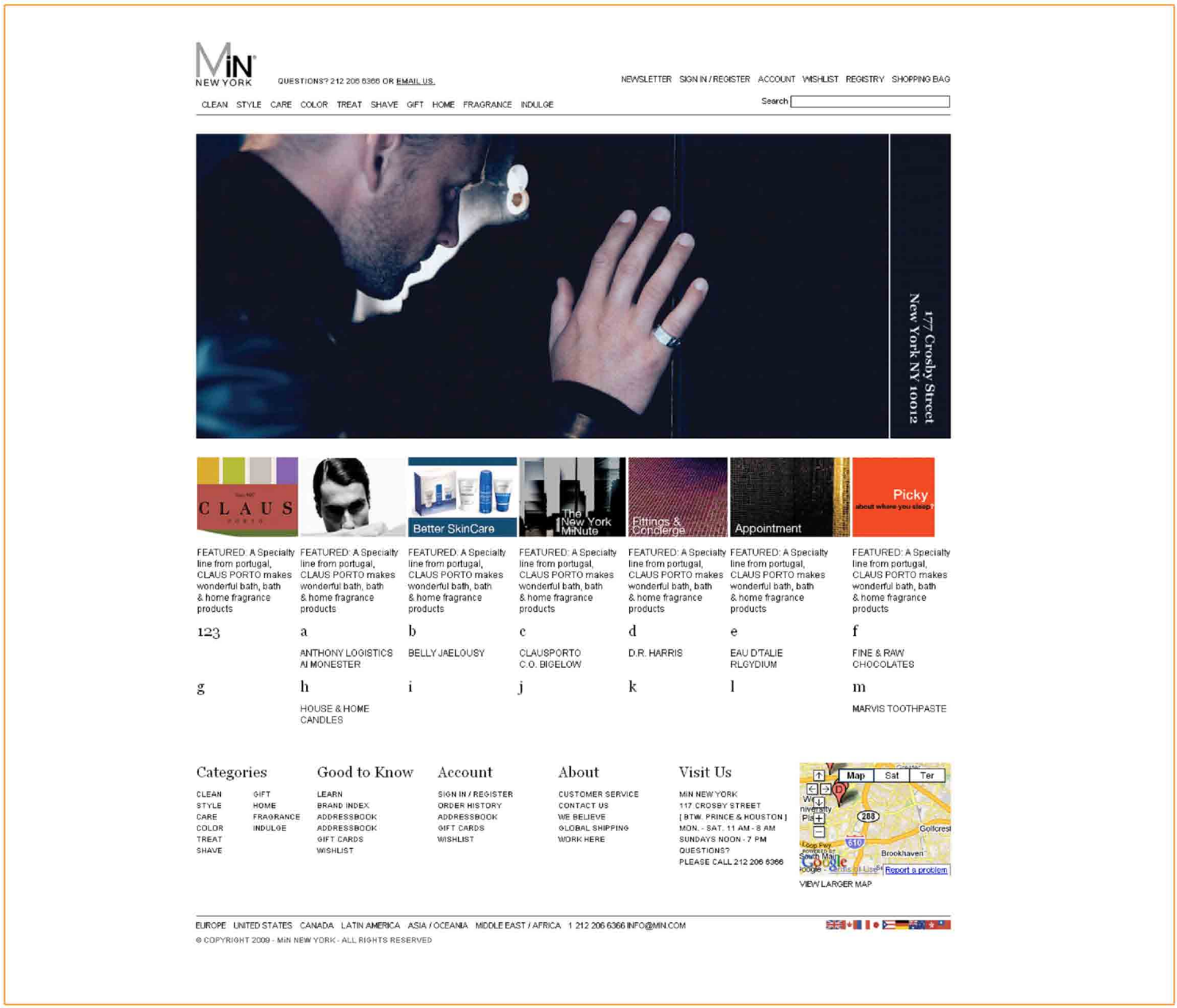
Business Challenge

New York is the most populous city in the United States, and the center of the New York metropolitan area, which is one of the most populous urban areas in the world. A leading global city, New York exerts a powerful influence over worldwide commerce, finance, culture, fashion and entertainment.

Our client MiN New York a fast growing company in the fashion world is a manufacturer and distributor of luxury gifts, candles, and men's shave & grooming products. MiN New York offers the most popular products from around-the-world. With the increasing Global presence, our client wanted a E-commerce solution which can address the Global audience

JIVA's Solution

We have developed an E-commerce website, fully integrated with the multiple payment gateways including an International payment gateway to facilitate global transaction capabilities in multiple currencies and a multi-lingual site. The architecture is designed to accommodate the evolving needs of our client to an expanding catalog, customer base and order volume. To attract more customers JIVA has used Search Engine Friendly (SEF) URL structure and SEO tools. Built from the ground up to support SEO, our solution auto-generates SEF URL's, even down to the links in the Layered Navigation, sitemaps for search engine submission as well as for display on site, and a popular search terms page. We have developed flexible pricing rules to enable efficient creation of a variety of promotions to increase conversion rates.



Business Impact

- Our solution delivers unprecedented flexibility and control over store operations from catalog presentation to database configuration and integration
- Out of the box integrations with Google Analytics and Website Optimizer allow an insight into store performance and the ability to run A/B and Multi-Variant tests
- Flexible merchandising engine allows product catalogs to be set up to support client's business requirement resulting in increased average order values by the up-sell, cross-sell and related items
- Features such as Layered Navigation, Product Comparison and Reviews & Ratings allow customers to find the right product for them
- Customer's ability to save items to a wishlist and share with friends and family, access and edit their contact information and address book, and view their Ratings & Reviews and Product Tags has enhanced the Customer satisfaction
- Single page checkout functionality
- The dashboard in the Admin panel gives the graphical statistics of the sale of products

MiN NEW YORK

QUESTIONS? 212 206 6366 OR EMAIL US.

NEWSLETTER SIGN IN / REGISTER ACCOUNT WISHLIST REGISTRY SHOPPING BAG

CLEAN STYLE CARE COLOR TREAT SHAVE GIFT HOME FRAGRANCE INDULGE

Search

DESCRIPTION	QUANTITY	UNIT PRICES	ITEM TOTAL	REMOVE
Every Day Shampoo - N/D BRAND:Anthony Logistics For Men SKU:106-27012	1	$ 16.00	$ 16.00	

IS THIS A GIFT? ◯ Yes ◯ No
ADDITIONAL $10.00 CHARGE TO BE APPLIED

GIFT MESSAGE [255 CHARACTERS LIMIT]

You have 255 characters left.

DISCOUNT COUPON

APPLY COUPON

UPDATE SHOPPING CART

SUBTOTAL	$ 16.00
SHIPPING & HANDLING (UNITED PARCEL SERVICE - GROUND)	$ 9.07
GRAND TOTAL	$ 25.07

CONTINUE SHOPPING

SHIPPING INFORMATION

FIRST NAME
LAST NAME
COMPANY
ADDRESS
CITY
COUNTRY: UNITED STATES
STATE OR PROVINCE: PLEASE SELECT REGION, STA
ZIP OR POSTAL CODE: 90060
PHONE

SHIPPING SERVICES: OUTSIDE OF USA/CANADA
SAME AS BILLING INFORMATION

SIGNATURE REQUIRED? ◯ YES ◯ NO
WHAT'S THIS?

BILLING INFORMATION

FIRST NAME
LAST NAME
EMAIL ID
PASSWORD
CONFIRM PASSWORD
COMPANY
ADDRESS
CITY
COUNTRY: UNITED STATES
STATE OR PROVINCE: PLEASE SELECT REGION, STA
ZIP OR POSTAL CODE
PHONE

CREDIT CARD INFORMATION

CARDHOLDER'S NAME
CREDIT CARD NUMBER
CREDIT TYPE: --PLEASE SELECT--
EXPIRATION DATE: 01 2009
SECURITY CODE
WHAT'S THIS?

CONTINUE SHOPPING

SUBMIT

DELIVERY TERMS
RETURN POLICY
CUSTOMER SERVICE
1 212 206 6366

Categories

CLEAN
STYLE
CARE
COLOR
TREAT
SHAVE
GIFT
HOME
FRAGRANCE
INDULGE

Good to Know

LEARN
BRAND INDEX
ADDRESSBOOK
ADDRESSBOOK
GIFT CARDS
WISHLIST

Account

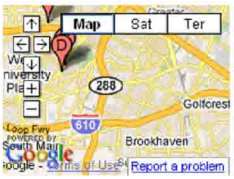
SIGN IN / REGISTER
ORDER HISTORY
ADDRESSBOOK
GIFT CARDS
WISHLIST

About

CUSTOMER SERVICE
CONTACT US
WE BELIEVE
GLOBAL SHIPPING
WORK HERE

Visit Us

MiN NEW YORK
117 CROSBY STREET
[BTW. PRINCE & HOUSTON]
MON. - SAT. 11 AM - 8 AM
SUNDAYS NOON - 7 PM
QUESTIONS?
PLEASE CALL 212 206 6366



VIEW LARGER MAP

EUROPE UNITED STATES CANADA LATIN AMERICA ASIA / OCEANIA MIDDLE EAST / AFRICA 1 212 206 6366 INFO@MIN.COM

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MiN NEW YORK Admin Panel

Global Record Search | Logged in as admin | Tuesday, December 22, 2009 | Log Out

Dashboard | Sales | Catalog | Customers | Promotions | Newsletter | CMS | Reports | System

Dashboard

Lifetime Sales
$ 3,797.55

Average Orders
$ 92.62

Last 5 Orders

Customer	Items	Grand Total
test kumar	2	$ 521.00
Test Twenty	1	$ 21.00
Ravi Kishore	1	$ 50.00
Ravi Kishore	1	$ 21.00
jiva infotech	1	$ 1,395.00

Last 5 Search Terms

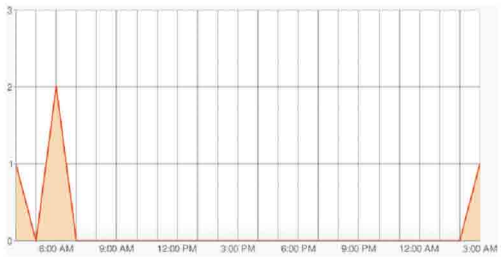
Search Term	Results	Number of Uses
jivagift001	0	1
jivagift0	0	0
jivagift00	0	0
jivagif	0	0
jivagift	0	0

Top 5 Search Terms

Search Term	Results	Number of Uses
test	24	22
Santa Maria Novella Dental ...	4	19
asdf	0	6
12	1	4
1234	1	3

Orders | Amounts

Select Range: Last 24 hours



Revenue	Tax	Shipping	Quantity
$ 3,797.55	$ 92.68	$ 508.63	41

Bestsellers | Most Viewed Products | New Customers | Customers

Product Name	Price	Quantity Ordered
Musgo Real Shampoo & Shower Gel	$ 17.50	36
Proenzyme Trio Facial Cleanser Sample	$ 1.00	15
D.R. Harris Arlington Aftershave 100mL	$ 45.00	10
Mason Pearson Military Sensitive	$ 199.00	9
Travel Toothpaste - Aquatic Mint	$ 6.00	7