



# 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.



177 Crosby Street  
New York NY 10012



FEATURED: A Specialty line from portugal, CLAUS PORTO makes wonderful bath, bath & home fragrance products

123

g



FEATURED: A Specialty line from portugal, CLAUS PORTO makes wonderful bath, bath & home fragrance products

a

ANTHONY LOGISTICS  
AT MONESTER

h

HOUSE & HOME  
CANDLES



FEATURED: A Specialty line from portugal, CLAUS PORTO makes wonderful bath, bath & home fragrance products

b

BELLYJAELOUSY

i



FEATURED: A Specialty line from portugal, CLAUS PORTO makes wonderful bath, bath & home fragrance products

c

CLAUSPORTO  
C.O. BIGELOW

j



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d

D.R. HARRIS

k



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e

EAU D'ITALIE  
RLOYDIUM

l



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f

FINE & RAW  
CHOCOLATES

m

MARVIS TOOTHPASTE

#### Categories

CLEAN  
STYLE  
CARE  
COLOR  
TREAT  
SHAVE

GIFT

HOME  
FRAGRANCE  
INDULGE

#### Good to Know

LEARN  
BRAND INDEX  
ADDRESSBOOK  
ADDRESSBOOK  
GIFT CARDS  
WISHLIST

#### Account

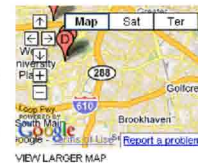
SIGN IN / REGISTER  
ORDER HISTORY  
ADDRESSBOOK  
GIFT CARDS  
WISHLIST

#### 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 PM  
SUNDAY'S NOON - 7 PM  
QUESTIONS?  
PLEASE CALL 212 206 6366




## 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

CLEAN STYLE CARE COLOR TREAT SHAVE GIFT HOME FRAGRANCE INDULGE

Search

DESCRIPTION	QUANTITY	UNIT PRICES	ITEM TOTAL	REMOVE
 Every Day Shampoo - MD 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.

**SHIPPING INFORMATION**

FIRST NAME   
 LAST NAME   
 COMPANY   
 ADDRESS   
 CITY   
 COUNTRY   
 STATE OR PROVINCE   
 ZIP OR POSTAL CODE   
 PHONE

SHIPPING SERVICES   
☐ 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   
 STATE OR PROVINCE   
 ZIP OR POSTAL CODE   
 PHONE

**CREDIT CARD INFORMATION**

CARDHOLDER'S NAME   
 CREDIT CARD NUMBER   
 CREDIT TYPE   
 EXPIRATION DATE    
 SECURITY CODE

DISCOUNT COUPON

APPLY COUPON

**UPDATE SHOPPING CART**

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

CONTINUE SHOPPING

CONTINUE SHOPPING

SUBMIT

DELIVERY TERMS  
 RETURN POLICY  
 CUSTOMER SERVICE  
 1 212 206 6366

**Categories**

CLEAN  
 STYLE  
 CARE  
 COLOR  
 TREAT  
 SHAVE

**Good to Know**

LEARN  
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 ADDRESSBOOK  
 ADDRESSBOOK  
 GIFT CARDS  
 WISHLIST

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**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
jva infotech	1	\$ 1,395.00

**Last 5 Search Terms**

Search Term	Results	Number of Uses
jvagit001	0	1
jvagit0	0	0
jvagit00	0	0
jvagit	0	0
jvagitf	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. Hamis Arlington Aftershave 100mL	\$ 45.00	10
Mason Pearson Military Sensitive	\$ 199.00	9
Travel Toothpaste - Aquatic Mint	\$ 6.00	7