

JEWELRY PORTAL

PROJECT DESCRIPTION

The project is for online jewelry shopping with created items and/or with Pre-made items. One can buy Loose Diamonds too and also diamond jewelry. Now days in the site there are b2c exclusive loose diamonds available and also other certificate diamonds available. In the site there are multiple affiliate programs running to increase the sale of items as well as diamonds.

In addition, items for occasional sale are placed with promotional code. These promo codes are distributed to the registered customers through email. All kinds of birthstones are available on the site from January to December. This site has affiliate marking program with Google, Bing and Amazon.

RIGEL'S RESPONSIBILITY

To help improve the clients selling for items as well as for diamond, Rigel has implemented more affiliate marketing programs with Google, Bing, Amazon and Link Share. For all this marketing a data feed file generated. For Amazon marketing Rigel has involved with feed discussion, analysis and implementation from Amazon. Similarly other marketing programs were implemented for the client.

TECHNOLOGIES

SQL Server 2008, ABC.PDF 6, Image Magick, .Net Framework 3.5, .Net Web Services

Key Challenges	Rigel's Solution	Customer Benefit
Amazon Data Feed File Generation with the Amazon pre defined format	Rigel has converted items to Amazon items, which means client/sellers items were re-defined according to Amazon items like item size unit, diamond carat weight unit , description words, search words etc	Customer has achieved more revenue from Amazon items selling.
Exclusive diamonds Certification generation from html page to jpg image generation	Rigel has generated the algorithm which can generate jpg image from html page	Customer has now its own certification in the market to sell b2c exclusive diamonds

Discount coupons logic for the registered user	Rigel has implemented solution, such that, customers can have their discount on the checkout	Now, the customer's customer also happy with the promo code and saving their money.
Automatic diamond downloading to the diamond inventory	Rigel has implemented such a solution, such that, it allows user to download on daily basis on predefined time.	Customer is happy to get facility of automated diamond loading to the site.