

E- Business

Situation:

US based company was interested to share their ideas of energy conservation and to promote eco-friendly products. They intended to go online and to reach the end-customers directly. They also wanted to connect merchant of green-eco friendly products and to display their products online to the visitors.

Solution:

Rigel Networks has developed a B2C portal using content management system. The website provides the details of each product classified into various sub-sections. The end-customers can see online details and video reviews of the products and can comment on the same after successfully logging into their accounts. They can select any product and gift it through online credit card payment gateway. The visitors can subscribe to email newsletters for getting latest information on the products. The merchant can be connected through separate login on the website and can display their products to the end-customers. The portal also provides search engine to find any related products.

Features:

- Search engine
- Online shopping
- Video Reviews of Products
- Product details with Image
- Product Ranking
- Newsletter Subscription
- Email product to friend
- Search criteria based on price, rating, most views, etc.
- Suggestion Box
- Merchant login

Result:

The portal tracks the user's interest by reviewing the number of products visited. The product merchants are connected to the site and can sell their products online without any hassles. The end-customers are updated about new products through emails. Users are able to search products easily based on product name, price, rating, views, etc. The end-customers are able to find various types of eco-friendly products. The online gifting facility has increased the sales of the products.