

Website:

www.thegreatbritishlarder.com
UK

Industry:

Food & Beverage Industry

Model:

B2C, Marketplace

Platform:

Magento Opensource

The Great British Larder

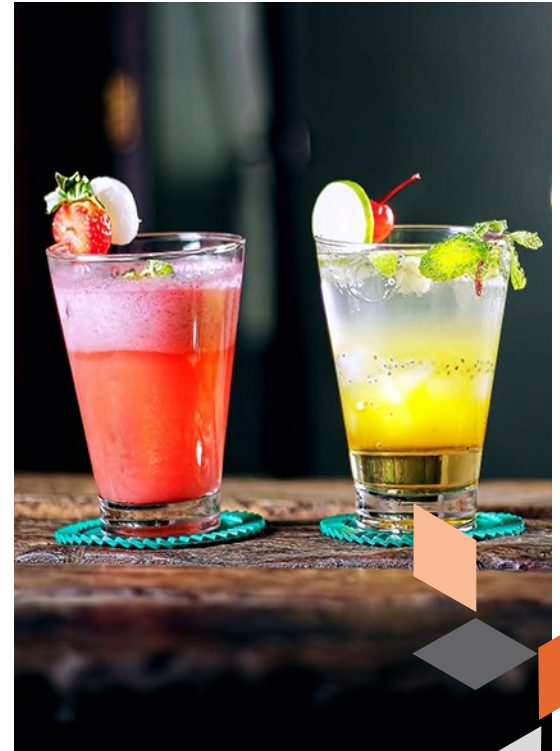
A giant network, TGBL is empowering food and drink sector artisans from the UK to sell their hand-made products to the global audience. Their vision is to highlight stories, passion, and creations of the unsung artisans who craft beautiful products that are better in every way than those manufactured and distributed commercially.

They Needed a Reliable Digital Infrastructure

TGBL Ltd. was seeking to build a vibrant community of SMEs. They needed a robust multi-vendor marketplace framework to host entrepreneurs who wanted to sell their hand-crafted products online.

They also wanted to facilitate a gateway through which vendors can interact with their products, orders, and customers. Moreover, the solution had to be dynamic allowing seamless integration with various third-party services.

The company's goal was to provide a systematic way customers could look for vendors and products. TGBL wanted a highly optimized checkout and an engaging shopping experience. Apart from that, managing the (admin) commission, taxation rules, shipping or additional costs efficiently was again a challenge we had to overcome.



The Strategy

With all the needs set aside, we knew our inhouse solution Rocket Bazaar will be ideal for TGBL. It is an enterprise-class solution for developing high-performing marketplaces that stand out. We started off with the default Rocket Bazaar package and continued adding advanced features to fulfill TGBL's purpose.

We added an intuitive panel to help vendors easily manage their orders and customers. We also implemented a commission and taxation structure that saved vendors and admins from evaluating everything manually. To ease out the checkout experience, we integrated the Stripe payment gateway allowing vendors to receive payments instantly upon deduction of admin commission.

We took care of all the minute details that mattered and built a robust and reliable marketplace solution that can be scaled as per the business needs.

The Tipping Point

Upon successful development, the company saw a 30% boost in conversions and about 44% increase in site visits. The revenue hiked by 38%, too! This is not all. They were able to increase the average order value by 25%!



Client Speaks

“Team Krish Technolabs is Awesome and so is their product Rocket Bazaar. They were really helpful and always answered our questions quickly. They connected us with project managers individually so that we can work with them and create a support framework for producers to help get the British food sector and local communities work together.”

Richard Perry
Founder, The Great British Larder Ltd.



Success stats

