

Website:

www.tamata.com
Middle East

Industry:

Fashion, Electronics, Health & Beauty,
Home & Kitchen Appliances

Model:

B2C

Platform:

Magento Commerce Cloud Pro

Here's how Magento and Krish gifted Iraq its first B2C marketplace

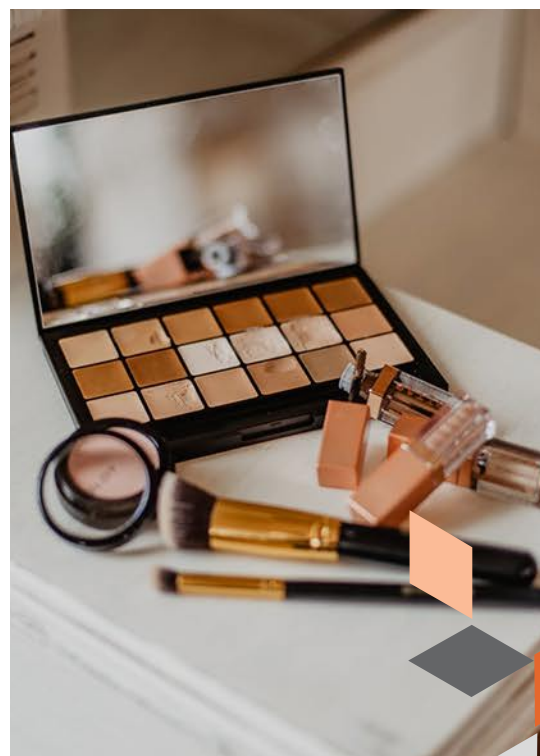
The multi-vendor marketplace maintained an average increase of 22% new customers following its debut launch.

Creating a space to meet all needs

Sister concern of one of the largest Internet Service Provider in Iraq, EarthLink, Tamata is a fresh venture, defined to be the biggest B2C marketplace in the region. Housed with 'n' number of vendors, Tamata is a single stop for those looking to buy anything and everything that comes in the category of smartphones, home and kitchen appliances, and fashion.

While it can't be denied that they didn't have major competition being the first omnichannel B2C marketplace, but this undoubtedly gave them some major responsibilities to accomplish. After a little research on the best commerce platform for their debut venture, they happened to come across technocrats of Krish TechnoLabs.

Being a fresher, they did have numerous questions in mind and the team left no stone unturned to answer all their queries without any glitch. Few major challenges that the client shared included building a multi-vendor platform with an intuitive UI/UX design, listing a wide range of products whilst ensuring a seamless shopping experience.



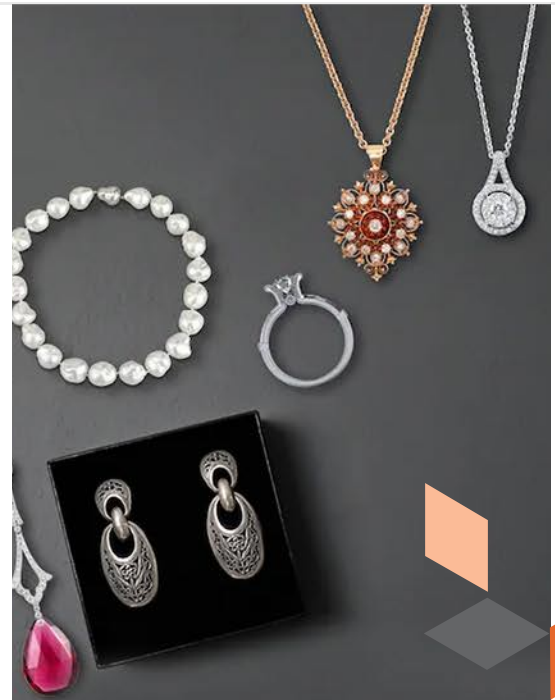
Nurturing commerce with passion and expertise

Since the client was completely new to the digital commerce segment, also this being the first B2C marketplace for the region, the team did have an additional set of responsibilities. Having said this, the team started to closely understand the audience and its interests. Besides this, another crucial part of the modus operandi was to understand and grasp the vision client has while planning his debut commerce marketplace.

As mentioned above, keeping the same notes in mind, the team started working on preparing the list of integrations and features. The strategy had been around establishing Iraq specific commerce presence to fully cater to the business needs of the multi-vendor Marketplace operations. Some of the key integrations included making clean, intuitive, and visually appealing UI/UX responsive design layouts for desktop, mobile, and tablet versions of the web store. With a profound user interface, the technocrats at Krish TechnoLabs were able to bring life to the brand with a strong creative identity, which features their complex product catalog.

Collecting the accolades whilst flaunting the **commerce experience**

We felt as if the audience has been waiting for the launch of the store. What makes us believe is the extravagant numbers that followed soon after the launch. Soon after the launch online store started noticing a subsequent hike of 25% in revenue and a 21% rise in average orders per day. Not just this, a significant rise of 22% was also noticed in the acquisition of new customers. While on one side this helped the store to grow, on the other side, it also ensured that the developed commerce is serving the audience seamlessly. The multi-vendor Marketplace consisting of a robust admin and vendor panel, amazing storefront and marketing features, seamless order and payment management, and the plethora of enhancements helped them emerge as a successful multi-vendor marketplace in today's cut-throat competition.



Client Speaks

“The team of Krish Technolabs helped us achieve our goal with a responsive and robust multi-vendor marketplace as well as a mobile application for iOS & Android. They didn't just listen to our needs but they knew how to execute the process seamlessly. I highly recommend them for their quick support and reliable services.”

Bader Alqaseer
General Manager



Success stats

