

Website:

www.goodbasket.com
UAE

Industry:

Consumer Goods

Model:

B2C

Platform:

Magento Commerce

Building the B2C boulevard for a B2B offline giant in Dubai using Magento

It was an entirely fresh start for the four-decade-old B2B fruits and Vegetable vendor based in Dubai. The brand did notice a hike of 18% in its revenue.

Envisioning to serve the end customers

Dubai does not have its farms; hence fruits and vegetables are imported from countries farming the best of the kind. Established in 1979, Fresh Fruits Company has been doing this flawlessly for almost four decades now. Started with the mission to cater to the B2B industry with fresh fruits and Vegetables, they had an impeccable reputation across the region. However, recently they decided to take a step ahead and serve the end-users directly with their B2C portal Good Basket.

It was then they decided to start a quest to find the right development platform and partner to ensure a speedy and seamless transition to become B2C online commerce. However, this transition didn't seem as easy as it sounds. Some of the major challenges that came their way primarily included their intensive B2B offline experience but being completely new to B2C online commerce. Besides this, other challenges included stock management and ensuring seamless sales channels, creating UX whilst attaining an entirely new market segment, streamline the customer journey and design a smooth interface, etc.

After an in-depth analysis of the industry, they decided to consider Magento as their preferred platform and Krish TechnoLabs to be their solution expert.



Preparing the land and sowing seeds for a successful commerce

After closely analyzing the brand's value as B2B fruit and vegetable provider and their vision while entering the B2C segment, the team started building a firm strategy whilst defining the UI and UX. Having said this, the key concentration was on building an intuitive interface while placing a wide range of products in a manner that visitors find shopping a hassle-free experience.

Acknowledging their reputation and the fact that this is their first online presence, the strategy started with integrating an eye-catching and responsive design irrespective of the device visitor is using. Besides this, a customized mega menu, high-resolution images for retina display, slot booking for seamless delivery, live tracking of the delivery person, store Credit, (which is offered by Magento Commerce, as out of the box feature providing an extra option to pay for their orders by Store Credit), Credit/Debit Card, and Cash on delivery, subscription feature, etc added the much-needed blend of ease for end users.

The entire Operandi, hence, was designed to build unmatched B2C commerce for the UAE based fruits and Vegetable giant.

Harvesting the fresh and relishing commerce with **Magento**

With the launch of a new online store, Fresh fruits company started its entirely new journey under the name Good Basket. The B2C fruits and vegetable commerce soon gained attention. While gathering the audience hadn't been a tedious task, the store commendably managed the increasing footfall. The team noticed a subsequent increase of 18% in their revenue and a hike of 15% in their average order value. The team also noticed that over 43% of their audience is coming through mobile, which indeed proved the success of all the hard work and efforts made during the planning and development phase.



Client Speaks

“Being one of Krish clients, i can comfortably say that selecting Krish as our Magento development partner was a successful choice. Krish team are always showing a great enthusiasm and dedication towards our projects. With the professional and high quality work we have seen, we would proudly recommend Krish as a long term technology and development partner.”

Adham Attia
Head of eCommerce



Success stats

