



AAPNA Infotech

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2012

Babeezworld: Building A Niche Online Baby Store



Challenge

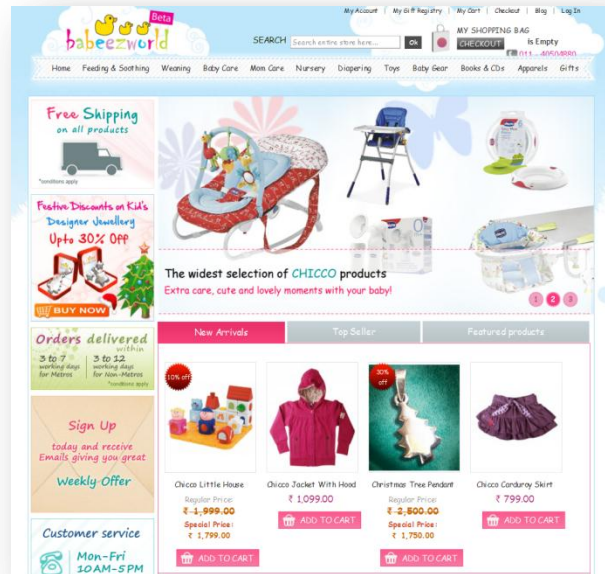
Revolutionize the online experience for an innovative baby care products retailer

Solution

A customized version of Magento e-commerce solution based upon the Community edition

The Challenge

More and more retailers are vying for a slice of the online e-commerce pie these days. There is a huge number of online stores selling baby care products. Olive Tree Retail Pvt. Ltd. wanted to leverage the online medium to sell essential baby care products by launching Babeezworld.com. Olive Tree did not want to set up the largest or the biggest store online. Instead the primary aim was to build an online store based on trust. Apart from the primary objective of selling baby products, one of the key aims of the store was to provide advice on good parenting. Also, considering the almost in – your – face model of selling prevalent online these days, Olive Tree wanted a store that could engage customers more along with the selling of products!



The Solution

Enter AAPNA Stores, a division of AAPNA Infotech Pvt Ltd in April 2011. AAPNA has a wealth of experience developing very successful e-commerce stores, but even so the store is evolutionary for AAPNA, both in concept and scale.

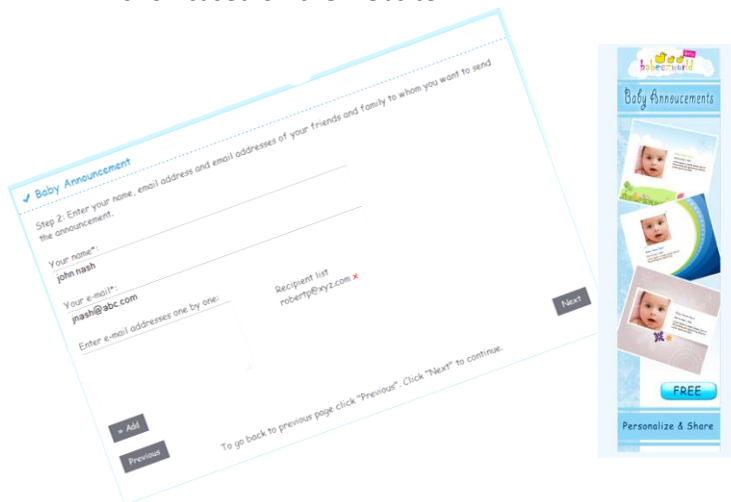
“After carefully evaluating Olive Tree’s requirements for Babeezworld, it became evident that the website, apart from offering all standard features expected from an online store, was also supposed to integrate quite a few interesting elements. Along with the site’s more customer – friendly shopping experience, we were required to provide solutions to engage parents in ways never done before.” said Anuj Mathur, AAPNA’s store expert.

“Using Magento as a solution for Babeezworld became an obvious choice considering the power of the technology platform, the wealth of features that it offers and the flexibility to customize, all at a cost significantly lower than any other off – the – shelf offering.” concluded Anuj Mathur.

Babeezworld.com has already found mention in the Deccan Chronicle dated 30th November, 2011 affirming the buzz it has generated since launch!



Babeezworld is using many features of Magento to attract and maintain customers, such as, discount coupons, loyalty program, gift vouchers and gift registry. In order to engage parents, the site has a very unique feature, wherein the user can upload a baby photo and a message against a pre-defined set of animated images representing various stages of baby growth. These photos and messages are then showcased on the website.



Baby announcement, a custom functionality, developed for Babeezworld, allows registered users to send across messages to friends and family. The feature allows the user to personalize from a set of pre – defined templates, attach a photo and message and send the same to a list of email recipients.

About Olive Tree Retail Pvt Ltd

Olive Tree Retail Pvt Limited, which owns Babeezworld is a branded retail company that currently has 17 stores across India in metropolitan cities like New Delhi, Mumbai, Bangalore and Kolkata. Currently the company has two broad verticals; branded sporting goods & apparel and branded baby-care products (including children's wear).

www.babeezworld.com

About AAPNA Infotech Pvt Ltd

AAPNA Infotech is a premier website development company that helps individuals and organizations build their online presence. AAPNA stands for "reliable" in Sanskrit. Formed over 7 years ago, AAPNA Infotech has expertise in building applications on the .NET platform as well as PHP. AAPNA specializes in building e-commerce stores using osCommerce and CMS driven portals using WordPress. AAPNA also have considerable capabilities with SharePoint development. Based out of Delhi and Durgapur, AAPNA Infotech is a Microsoft Silver Partner company.

www.aapnainfotech.com

About Magento

Magento is the fastest growing e-Commerce platform with over 180 solution providers and 60,000 merchants and brands worldwide, enabling over \$25B in transactions each year. Magento is a feature-rich, professional Open Source e-Commerce platform solution that offers merchants complete flexibility and control over the presentation, content, and functionality of their online channel. Based in Los Angeles, Magento is a fast-paced, entrepreneurial organization dedicated to the mission of enabling the e-Commerce ecosystem.

www.magentocommerce.com