



Case Study



This case study documents the business, their requirements and challenges and how as a Zoho partner, Techtron provided solutions. It also details the customer's satisfaction with the solution and the overall results of the project.

Case Study

01 The Business

Customer Name: Beaconblizz Private Limited

Beaconblizz Case Study

This case study explores Blizzcartz, an online marketplace for electronic components based in Kerala, India.

02 Overview

BeaconBlizz is an online marketplace focused on business-to-customer sales, specializing in electronic components. System enhanced with a pricing feature for bulk orders. Developed a solution uses Zoho Inventory, Zoho Books, and Zoho Commerce to effectively cater their requirements.

03 Executive Summary

Location: Online Market Place

Products: Electronic Components

Testimonial from Beaconblizz Private Limited

“ We are very happy to see that our BLIZZCARTZ is up on the web and literally it was a dream came true. We take this opportunity to thank each one of you especially Ms. Najla & Mr. Hafsal who stood with us throughout the entire journey. You have shown enough patience to hear us and worked on our each and every, even minute requirements with that enthusiasm and commitment. It was a very wonderful experience associating with you. We take this opportunity to thank you from the bottom of our heart and we would like to associate with you in our future endeavors too. We expect your hand holding for few more days also in this journey until we learn to fly on the web without a fall.”

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Problem statement and key Challenges

The primary requirement for implementing this online store is to offer discounts on bulk purchases. Customers should be able to view the price list for each product before adding items to the cart.

Another key requirement is to notify customers if an item is out of stock, indicating that the product has been ordered as a backorder and will be available within a specific time frame to retain customer interest.

Additionally, they want to display the stock levels of each item directly on the storefront.

They also had concerns regarding the integration of shipping services and Go to Market strategy.

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Evaluation of the problem

To meet Blizzcartz's requirements, we utilized Zoho Inventory as the backend and Zoho Commerce as the frontend, enabling the use of price list features and product variation management. For shipping integration, we incorporated Vamaship and developed an attractive, user-friendly interface for Blizzcartz.

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Proposed solution(s)

Techtron as a team integrated Zoho Inventory with Zoho Commerce, enabling features like price lists and product variations. Users can define price lists and variations for each product directly in Zoho Inventory, which will then be displayed on the storefront once integrated with Zoho Commerce. Additionally, we've implemented a script for minimum order quantities, ensuring that the discount price is automatically displayed.

To keep customers engaged with Blizzcartz by notifying them of restock timelines, we've implemented a solution that integrates Zoho Inventory with the storefront. When a backorder is created in Zoho Inventory, the expected delivery date is automatically updated in a custom field for each product. If an item is out of stock, a script triggers a countdown timer on the product page, informing customers when the item will be restocked.

We have implemented custom scripts to display stock levels, product descriptions, and HSN codes on the storefront for each item. Additionally, we've added a script to automatically display the minimum order quantity when set for a product, along with other relevant details.

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Implementation

Solution was delivered within 30 days which consisted Zoho Inventory, Zoho Books, and Zoho Commerce. Also enhanced the Zoho commerce store settings and provided a rich user interface.

Custom scripts were configured to meet specific requirements, such as reorder level, product specifications display, stock details, sales concepts, GST information, and pricing details.

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Result

As a startup company, Blizzcartz's requirements have been fully addressed, and the store is now live. Zoho is user-friendly and effectively meets the requirements.

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