



Lastingfragrance.com an Xcart Online Shop

The client wished to go global with an Ecommerce portal with his perfume and cologne products through an elegant, appealing and navigation friendly website to beat the competition.

Agenda:

- ☑ Have an elegant, appealing and navigation friendly Ecommerce portal integrated with Shipping module
- ☑ The site should be scalable and admin-friendly to update content, images and pricing on regular basis without the need of a programmer.

Satisnet.com Value Add:

Satisnet suggested Xcart due to the variety of shopping features including search functionality, product viewing, wish list feature, multiple checkout options, customer management, order management, vendor options, gift registries and customer feedback modules.

Further to same, client site has also got the following features:

- ☑ Listing of 100+ branded perfumes, colognes and testers
- ☑ Currency Converter
- ☑ Social Media Tools
- ☑ Search Product functionality
- ☑ Ecart and Shipping module

Recommendations:

- ☑ Most ecommerce sites selling products like lastingfragrance.com should have an [Email Marketing Tool](#) as one of the medium to build engagement and enrich Customer Relationships.
- ☑ Further to same, it is also recommended to have a mobile app to allow an electronic purchase from mobile and tablets