Business E-Store

ASHI selects Business E-Store to showcase their products and get up-front through their retailers

ASHI is one of the premier diamond Jewelry manufacturers, servicing the independent Jewelers in North America. ASHI has been known for providing the best quality Diamonds and Jewelry products and also at the same time for their customer centricity and highest levels of services.

The Problem Area

ASHI has a network of Jewelry retailers across the United States. Retailers of ASHI are missing the Ecommerce market, which in turn ASHI is also missing sales. ASHI was in need of an impeccable B2C solution for their their retailers.

The Need of The Hour

A solution that would help ASHI to launch products and get up-front though their retailers to easily reach their consumers. Also, they needed a solution that could offer minimal centralized administration for ASHI and localized administration for their retailers. ASHI needed an impeccable B2C solution for their retailers.

The Solution Offered

- This solution offered ASHI with the ability to setup independent websites for their Jewelry retailers. Along with the independent web presence, content is also provided from ASHI.

- Our portal solution helped ASHI to launch products and get up-front through their retailers, to easily reach consumers.

- Our solutions facilitated ASHI to centrally control product feeds.

- Web portals provided to retailers came with the power of customization according to the individual needs.

- The admin section supported varying needs of retailers, such as managing their portal and if required change the look and design as well. The admin section offered managing company information, product and pricing, template customization, theme management, shopping cart, promotional email marketing, product feeds, category management, customer management, mobile website management and search engine optimization (SEO) as well.

- Also, integrated inventory upload module enabled retailers to showcase their own products of different brands on their portal.

- This solution facilitated retailers with the capability of receiving product feeds from more than one manufacturer.

- This solution also comes with an E-Commerce cart, powered with SSL security, which enhances the use of new ways of conducting your business and at the same time present's unique opportunities to those who are willing to adapt to these changes.

- This solution is mobile ready and works on multiple smart-phone platforms including Apple i-Phones, Google Android, BlackBerry, Windows Mobile and Symbian.

Technology Benefits

- Rapid and efficient addition of more store fronts.

- Centralized control on product feeds.