

Case Study

B2B ecommerce for this premium bar and kitchen essentials wholesaler.



Established in 1997, Splendid Trading have been providing premium bar and kitchen essentials to bars, restaurants, nightclubs and embassies with tailored-made products and exceptional service ever since.

Project Highlights



B2B Ecommerce

Specifically built to support the nuances of B2B ecommerce with features to match.



Integration

Two-way integration with Sage 200 including stock and orders.



Quotes

Quotation functions for non registered users helping to avoid lost sales.



Product content

Products brought to life through image zoom, product specifications, product comparison, and product details .



Product Whitelists & Blacklists

Creation of product whitelists and blacklists to keep purchasing focused and ensure staff are not overspending.



Multi-lingual

Site translated into five further languages (French, Italian, Spanish, German & Portuguese) through Weglot integration to cater for international customers.



Advanced user management

Company super users can set permissions of user groups with different permissions such as ability to purchase restricted products, manage restricted products, view financial documents, & manage delivery addressees.



Call centre

Built-in call centre allows admin users to setup/view customer accounts and process orders on their behalf as well as aiding customer service to provide support.

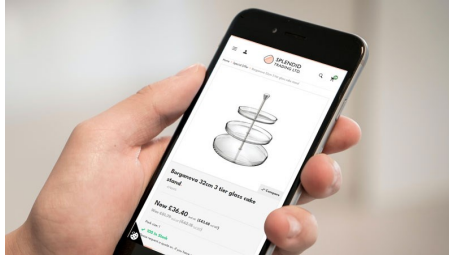
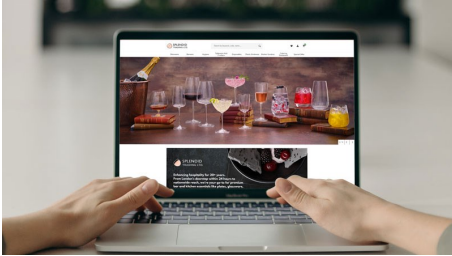


Advanced search

Advanced search tools including predictive, fuzzy search, support for inflections, weighted & boosted search passes, and much more.

Project Overview

When Splendid Trading started it was common to distribute printed price lists & catalogues, and to deliver quotes by hand, or even fax. Compared to today, there was just a handful of manufacturers in the market, and a few thousand products to choose from, with a single product launch each year. Now customers expect immediate pricing, stock visibility, and as little friction as possible when it comes to ordering products and administering accounts, at any hour of the day, and from any location. Their old website didn't satisfy these requirements and despite several years of solid growth, they were hobbled with an outdated, semi-functional ecommerce offering. Things needed to change.



They needed to make sure that whatever platform they selected was highly customisable, as a normal cookie-cutter B2C platform just wasn't going to cut it. The platform also needed to be integrated with their accounting software, so incoming orders are automated, and customers can manage their account at a click. Red Technology were able to satisfy these requirements, and had a strong track record of providing similar platforms to other clients, so the decision was taken to replatform from Magento to tradeit.

The new website is designed for business-to-business trade only, and this has dictated the design from start to finish. Customers can now administer multiple venues and companies from a single account, they can create and delegate all sorts of permissions to members of staff, create product whitelists and blacklists to keep their purchasing focused, and manage credit limits too.

Accessibility and integration were the key goals, but ultimately, it's all in the name of driving sales and keeping customers happy. If you make the buying experience as convenient as possible, and couple that with competitive prices and a solid service, you'll end up with happy customers. Happy customers are repeat customers.

The flexibility of tradeit means new functions can be added post launch and there are already plans in place to integrate manufacturers stock figures into the site's live stock numbers, to increase their exhaustive catalogue of products and add a COSSH database, along with a few other bits that are still on the drawing board.



The primary aim was to present products in an ergonomic way in order to drive sales and keep customers happy. Secondly, accessibility and integration were the key goals. Red Technology were able to satisfy these requirements, and had a strong track record of providing similar platforms to other clients.

Director, Splendid Trading

Project Integrations

sage 200

trust payments

PayPal

elasticsearch

loqate GBG

WEGLOT

Google Tag Manager

Google Analytics 4

Call us

01865 880 800

Email us

info@redtechnology.com

Visit us online

www.redtechnology.com