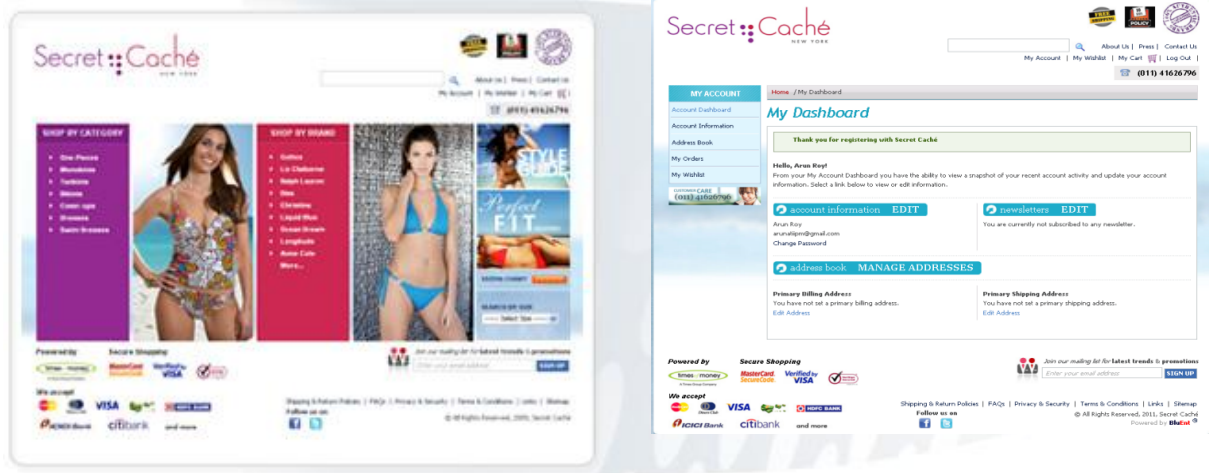


BluEnt Discloses the "Secret Cache" for Indian Women!



Customer Profile

Secret Cache is a New York based fashion house that brings the hottest and stylish swimwear directly from Fifth Avenue for the first time to Indian women. It works with over 20 American and European swimwear labels and offers exclusive styles that would best suit Indian tastes. It is India's first online store dedicated to branded luxury couture swimwear for women.

Business Challenge

With an aim to capture the potential market in India, Secret Cache wanted to develop an attractive shopping cart that would offer a real-time shopping experience to visitors. The client also wanted different functionalities that would enable the customers to select the items of their choice in a minimal amount of time. They needed a facility that would enable visitors to sort out the collections from the master collection per their criteria and choices including size, category, brand, color and price.

Since its inception, Secret Cache's prime challenge was to identify the correct platform and technology on which to build its e-Commerce portal. The key criteria included usability and scalability for both the consumer and the store administrator; requirement of least efforts and skill sets; and a cost effective solution to keep initial investments low. They sought out a responsible application development services provider. After narrowing down the list, they approached BluEnt.

BluEnt Approach

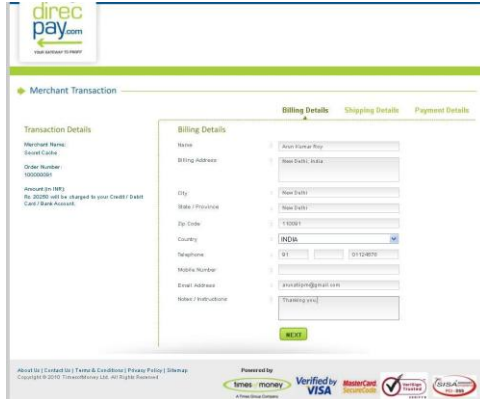
BluEnt designed and deployed a fully customizable e-Commerce portal for Secret Cache's couture swimwear collection using the latest technological benefits of the Magento e-Commerce platform. Built on Varien (*an experienced player in the Open Source technology*), Magento was the best solution due to its popularity in the market and continuous addition of innovative features. By modifying the Magento code, we developed a process that enables visitors to personalize their choices per size, brand, category and price. BluEnt delivered a comprehensive e-Commerce portal to Secret Cache.



Our Magento Services at a Glimpse

- ✦ Attractive E-Commerce Portal
- ✦ Custom Magento Theme Design
- ✦ Custom Magento Template Design
- ✦ User-friendly Shopping Cart

- ◆ Perfect Categorization and Attributes
- ◆ Customized Search Function
- ◆ Integration with Direc Pay Payment Gateway
- ◆ Custom Billing Options



- ◆ Customized Style Guide
- ◆ Custom Sizing Chart
- ◆ Web Hosting, Installation and Tuning

Technologies Used

- ◆ Magento ecommerce
- ◆ PHP
- ◆ MYSQL
- ◆ AJAX
- ◆ JavaScript
- ◆ xHTML
- ◆ CSS

Results

BluEnt designed a pleasing portal and standard shopping cart for Secret Cache, keeping the theme and consumer in mind and not giving the user that the portal was built using third-party. Today, Secret Cache owns a feature-rich shopping cart that provides customized and personalized services to its target customers.

BluEnt's Magento Services

BluEnt is one of the leading Magento solutions providers globally, offering a wide range of ecommerce content management solutions to the clients in US, UK, Australia, UAE and India. We have a team of Magento experts who can understand your

complex business requirements quickly and develop a distinct ecommerce website with unique themes and user friendly functionality.

We provide the following customized Magento solutions:

- ◆ Magento Ecommerce Portal Development
- ◆ Magento E-commerce Store Setup
- ◆ Magento Custom Templates Design
- ◆ Magento Custom Theme Design
- ◆ Magento Extension Development
- ◆ Develop Custom Magento Modules and Widgets
- ◆ Create Unique and Attractive Magento Themes
- ◆ Magento Integration with Payment Gateways
- ◆ PSD to Magento Template Conversion
- ◆ Magento Website Design and Development
- ◆ Migration to Magento Platform
- ◆ Magento Web Hosting, Installation and Tuning
- ◆ Magento Version Upgrade

What Puts BluEnt Ahead in the Competition

Better understanding of the complex business requirements of the clients and delivering effective and distinct Magento solutions to them, on time and within budget; have differentiated us from the competitors. Here are the few benefits and features of our Magento services:

- ◆ Flexible and Scalable Magento Solutions
- ◆ Attractive Magento Themes
- ◆ Distinct Magento Templates
- ◆ User-friendly Store Setup and Configuration
- ◆ Third Party Integration with Magento Store
- ◆ Effective Products Catalogue Management
- ◆ High Inventory Management Performance
- ◆ Multiple Categories and Add to the Cart Experience
- ◆ Shipping, Stock and Delivery Information
- ◆ Cross Browser Compatibility & SEO Friendly
- ◆ Secured Information and Better Users Experience

If you are looking for a Magento services partner to setup an ecommerce portal for your online shopping store or if you are planning to migrate to Magento, contact us today! We will be happy to serve your requirements!