

INTRODUCING
Resilience

Garrett Leather is a company of international repute and a brand ambassador of professionalism. The company is a prominent player in the sale and purchase of leather products and the hot choice of interior designers, upholsters and manufacturers. With an overwhelming presence in America, Europe, the Middle East, Australia, Africa and Asia, they are on the competitive edge for providing cost-saving, innovative and customer-friendly leather materials to the global clientele for a myriad of purposes.

The company is equipped with advanced machinery for producing products of high quality, fabulous texture and supreme durability. While offering finely-made materials to the customers, it leverages business growth, drives profit meter and upgrades the client's business. The sole mission of the company is customer satisfaction. The products offered by the Garrett Leather are made of genuine leather and excellent appearance, which are well received by the customers across the world.

Objective

The primary purpose behind the creation of a website for Garrett Leather is to galvanize the company's presence online. The company has landed into the digital foray to increase the familiarity with the brand and promote the services globally. Garrett Leather has visions of becoming the top-notch manufacturer of leather products in the world, and thus initiating major steps for the realization of this long-awaited dream. The company aims at delivering exquisite leather products, building a massive customer following and expanding business at an exceptional pace.

Synopsis

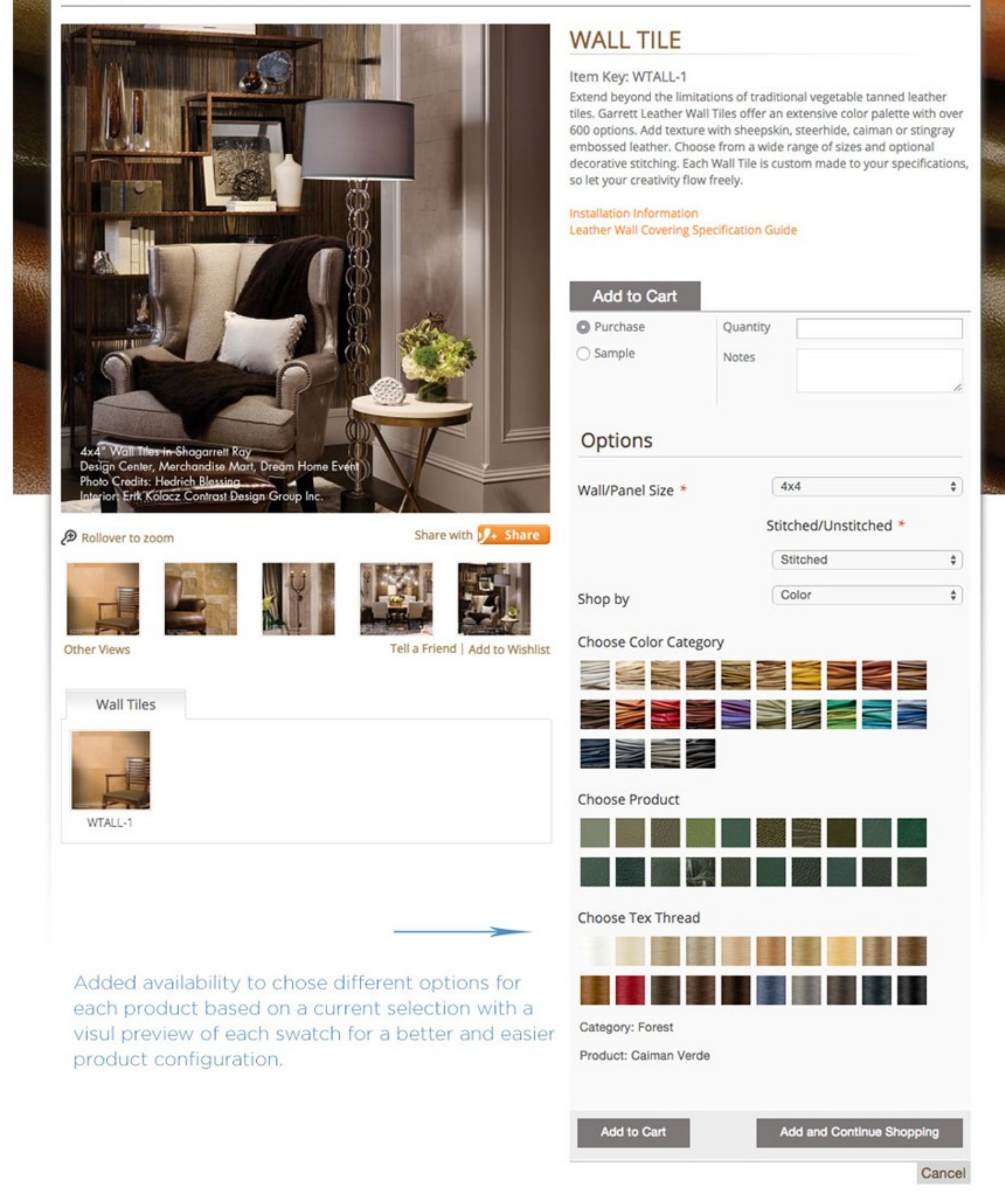
Garrett Leather, in a bid to reach a million lives, has created a high-impact and a robust B2B eCommerce portal, incorporating all the essential elements in the best interests of the customers. A powerful online presence is necessary for global brand recognition and attractive productive business opportunities. The official portal of Garrett Leather is Magento-designed, making it customer-oriented, highly scalable and rich in functionality.

The **B2B eCommerce** portal of Garrett Leather is conceptualized, created and implemented by Axis Web Art, a well-known web designer firm famous for rendering optimal solutions to the customers, which fit the business objectives and market parameters. They have beautifully integrated top-class **Magento development** features in the website, making it the best digital platform till date. The site, since its introduction, has boosted the customer numbers and fuelled the ambitions of business expansion.



Challenges

A business can survive in the cutthroat market only when it addresses various challenges wisely to achieve the pre-determined targets. The biggest challenges behind the creation of this e-store were creating a position, developing a market and generating awareness for the company. During the initial stages, Garrett Leather made serious attempts to determine what's lacking and understand the customer preferences when it comes to leather products. Several initiatives were undertaken to recognize and meet the challenges as follows:



- Creating a flexible and usable website that grabs the eyeballs and draw more attention to the company;
- Building a website having a personalized approach so that users can establish a special bond with the brand;
- Engendering a sense of curiosity among the customers and they show willingness to know more;
- Developing a high-performance and intuitive Magento developed platform that exhibits the leather products lucidly and offers true value to the customers;
- Correct use of various elements to attract the focus on the important sections on the website and make selection of products and services easy while placing orders;
- Developing a site which adapts to every platform and works uninterruptedly.
- Crafting a customized **B2B eCommerce development portal** with features, such as reserve stock and sample ordering;
- Tailor-made checkout process with various options for sample orders and purchase;
- Installation of a well-structured store locator;
- Integration of installation / setup fee configuration;

The Campaign

- Thorough analysis was done to determine the demographics where the promotion of the brand will prove effective.
- The webmasters have taken all care to devise a platform using an unparalleled Magento platform that suits the needs of the target audience, drives more traffic and augments the traffic.
- The **B2B eCommerce** portal of Garrett Leather is clean and simple, offering a breathing space to the users.
- The site is a dynamic combination of content, pictures and animations, which makes it customer-engaging and interactive platform.
- It is a tried and tested portal, capable of functioning on all platforms.
- The site is future-friendly.

Results



- Garrett Leather's **eCommerce development** portal is the most simple, versatile and compelling website ever.
- Designed while keeping a tab on fluctuating market trends and latest technologies, making this site future-ready.
- Comprehensively made website with noticeable menu, product and company info sections.
- Easy, manageable and organized in appearance.

A vivid demonstration of products and services, helping customers to access the information in no time.

- Direct links to social networks which is beneficial in diverting traffic and building a good social image.

Technology Used



Garrett Leather's website is targeted at those interior designers, upholsters and manufacturers, which have a deep admiration for leather products.

Target Audience

Conclusion

Garrett Leather's website has an excellent site resolution, cross-browser responsive and clean from malicious elements. The site is fantastically created, ensuring a major thrust to the business and keeping it at the top of every industry cycle.