

“Overcart comes as an opportunity for tech aficionados to acquire the most splendid-looking gadgets for their regular needs. At Overcart, customers find an exquisite and comprehensive suite of refurbished, pre-owned and unboxed gadgets which are amazeballs. Hailed as the first marketplace for over-stock goods in India, the company is a big draw for its magnificent and value-driven range of mobiles, laptops, cameras, games and other accessories procured from the bigwigs of the industry, such as Apple, Sony, Samsung, Karbonn, HTC and Micromax.

Overcart has created noise in the markets by unveiling the most profitable discount offers for the global customers. The professionals working under the its name are well-educated, knowledgeable and have an eye for detail. This is an ultimate digital platform where the most authentic secondary products are put on display for the purchase. Every product is scrutinized by a team of experts and undergoes a rigorous quality-check procedure. All this just to ensure complete customer satisfaction. The gadgets are rightly priced to fit any type of budget. “

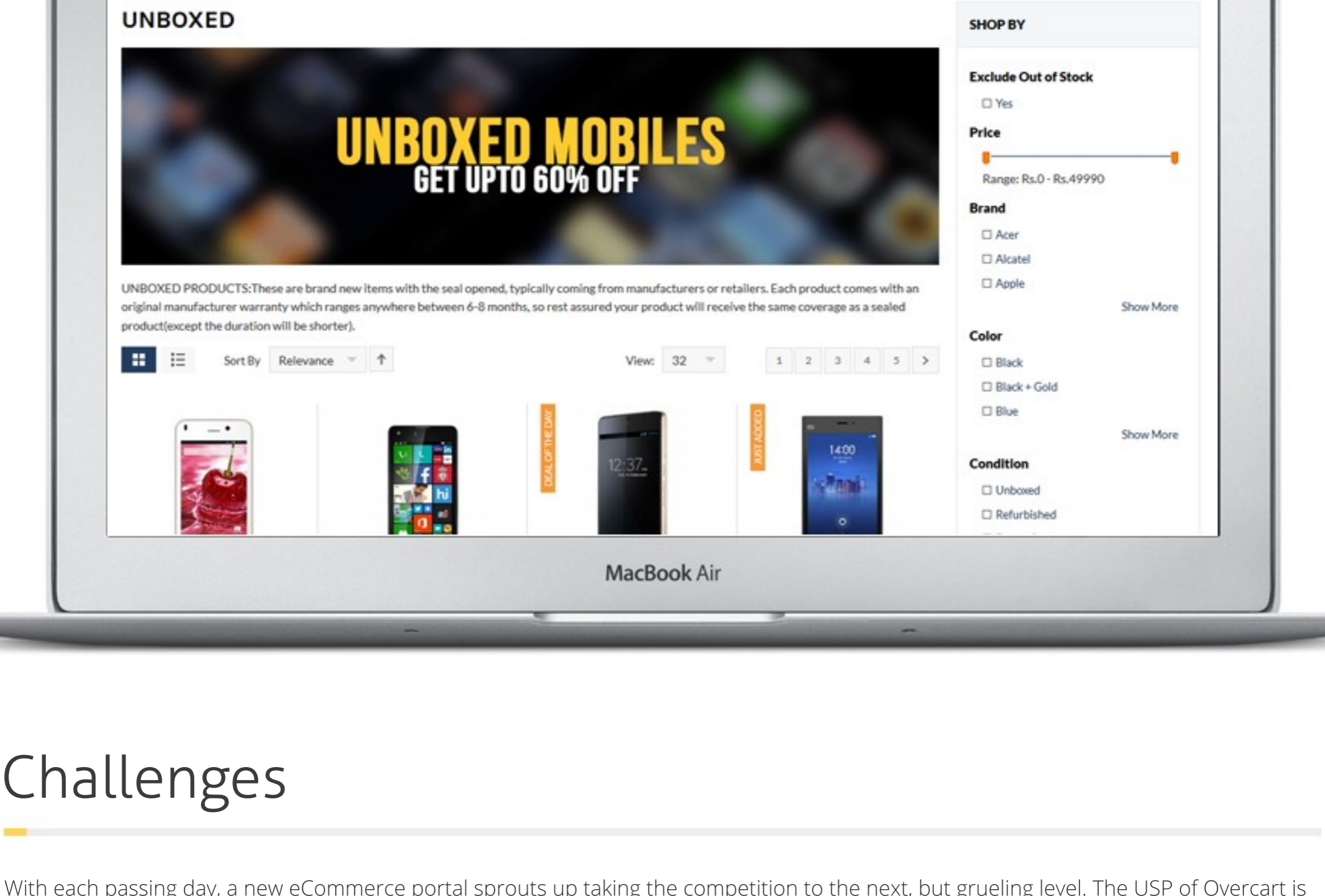
Objective

Overcart knows eCommerce in its entirety. It has become a global face of trust and reliability. The eCommerce ‘star’ was in need of an easy, exceptional and extraordinary site in order to catch the world attention and find a space in the global market. Overcart wanted to display its impressive range of lavish products online so as to lift its business from the ground level. Seeing **Axis Web Art’s** portfolio, Overcart approached the web designing firm to build a marvelous digital piece which acts as a spur to the growth. The main goal behind the creation of a gorgeous site is to leverage and bolster reputation as a market leader.

Synopsis

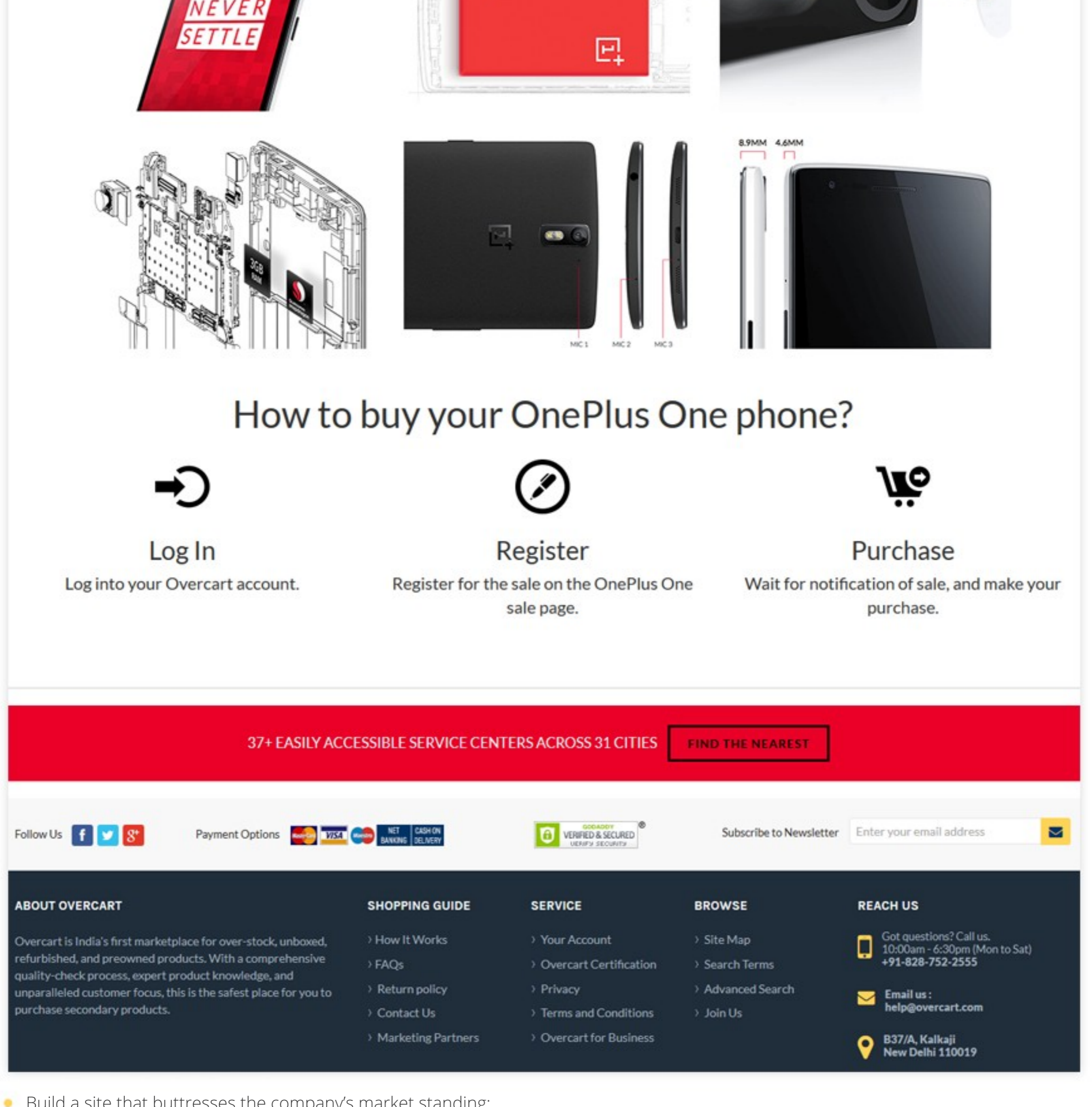
Overcart made a right choice by choosing Axis Web Art as its website designer. The professionals for **Axis Web Art** has the ability to identify the shades of gray and are hard working. They have built a visually pleasing and compelling site for the gadget lovers all over known as Overcart. The web designers incorporated all the requirements beautifully, making it the best customer-centric website till date.

The products are exhibited on the platform in a fascinating manner, mentioning all the critical details on a single page. With less scrolling and panning, the customers found a great reason to surf the site for their gadget appetite. Axis Web Art designed the site using Magento, which makes it intuitive, flexible and user-friendly.



Challenges

With each passing day, a new eCommerce portal sprouts up taking the competition to the next, but grueling level. The USP of Overcart is its outstanding range of refurbished products. Axis Web Art weaved a fabulous virtual portal by combating the following challenges:



- Build a site that buttresses the company's market standing;
- Creating a high-powered, dynamic and feature-site that keeps the business on the peak of success for many years;
- Building an e-store that attracts a larger portion of the audience;
- Developing an eCommerce site that achieves and exceeds the highest quality standards;
- Seamlessly integrating the top-notch Windows 8 and Web 2.0 UI features to ameliorate the performance;
- Mobile-optimized site so that mobile users could feel the splendor and richness of the products;
- Strong back-end and front-end features for better handling and streamlined functionality;
- Implementation of M2E pro to automate selling on ebay from Magento.

The Campaign

The Overcart's eCommerce store was created keeping a lucid eye on company objectives, customer preferences and prevailing fashions

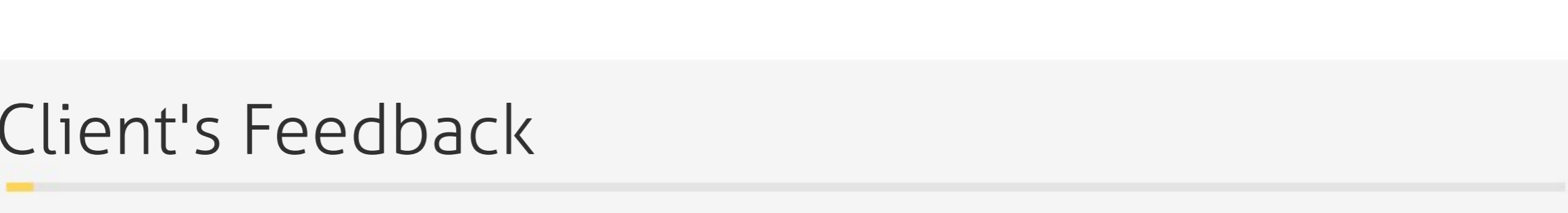
- Special emphasis was laid on determining the demographics, which could transform into the valuable resources;
- Axis Web Art struggled to meet the ends by creating a terrific platform that can boost the company's image;
- The objective was to craft a website, which can an ideal opportunity for those who wish more in less, who desires to hold an opulent gadget without shelling out big sums of money.

- Overcart's product is efficient, rich, distinctive and smart which fuels the possibilities of future expansions.
- The e-store is backed by powerful back-end features, such as customized inventory management, vendor management and warehouse inwards.
- The Overcart eCommerce product is a beacon of quality with high-end logistics and smooth order processing.

Results

- Overcart's website is created using a power-driven combination of people and processes.
- The website is visited by thousands of customers who seek quality at low price;
- The e-store is developed in sync with the advanced technology and fashion waves.
- A clear-cut demonstration of gadgets and other tech products which makes it easier for customers to view and make choices.
- Presence of easily-discerned social media icons ensures sharp diversion of traffic, brand familiarity and good revenue

Technology Used



Client's Feedback

Axis Web Art helped us with redoing our entire website into a more attractive, easy-to-use interface. The team has developed custom modules for us to meet our unique reverse logistics requirements. They have been very helpful in understanding our needs, being on call to manage exigencies, and are generally a happy bunch to work with! I'd recommend them if you are looking for high-quality output!



SAPTARSHI NATH.
Co-founder/Director, Overcart.com

The main target was to inspire the gadget lovers worldwide
Target Audience to participate and draw more and more traffic to the Overcart's sit

Target Audience

Conclusion

Today, Overcart is the king of the markets in terms of performance, quality, affordability and value. With a fanbase of millions of users, Overcart is expected to surpass all previous sales records secured by any site dealing in refurbished goods

