



'Sky Rugs' has established a distinctive brand image in America by providing a wonderful array of leather rugs for diverse customer needs. The company has made the grade by manufacturing the most exotic, rich and voguish indoor and outdoor rugs which are sure to jazz up each and every surrounding. The company is poised to emerge as a leading manufacturer of classic rugs by creating a strong impression of quality worth. Sky Rugs has been doing an excellent work by offering a broad range of rugs that includes genuine sheepskin rug, natural cowhide rug and Italian geometric rug. The customers extol the magnificent collection of Sky Rugs, which are the real masterpieces with every rug more beautiful and riveting than the other.

At Sky Rugs, customer satisfaction is the top priority. Taking this view forward, the company's online portal comes with a unique 'Online Designer Tool' which empowers the customers to create their own rugs if they aren't satisfied with the in-house variety. The designing process is a sheer fun with step-to-step instructions. Sky Rugs is greatly committed to delivering high-quality rugs which are made from the finest leather from 'Garett Leather', a highly acclaimed upholstery leather retailer. The products from Sky Rugs are the first and foremost choices among the customers who wish to beautify their homes and offices exceptionally.

Objective

We live in a digital business age where companies are making piles of money by selling their wares on the internet. With globalization, the business organizations have expanded their feet to other nations and deriving a large share of business revenue from the online sales.

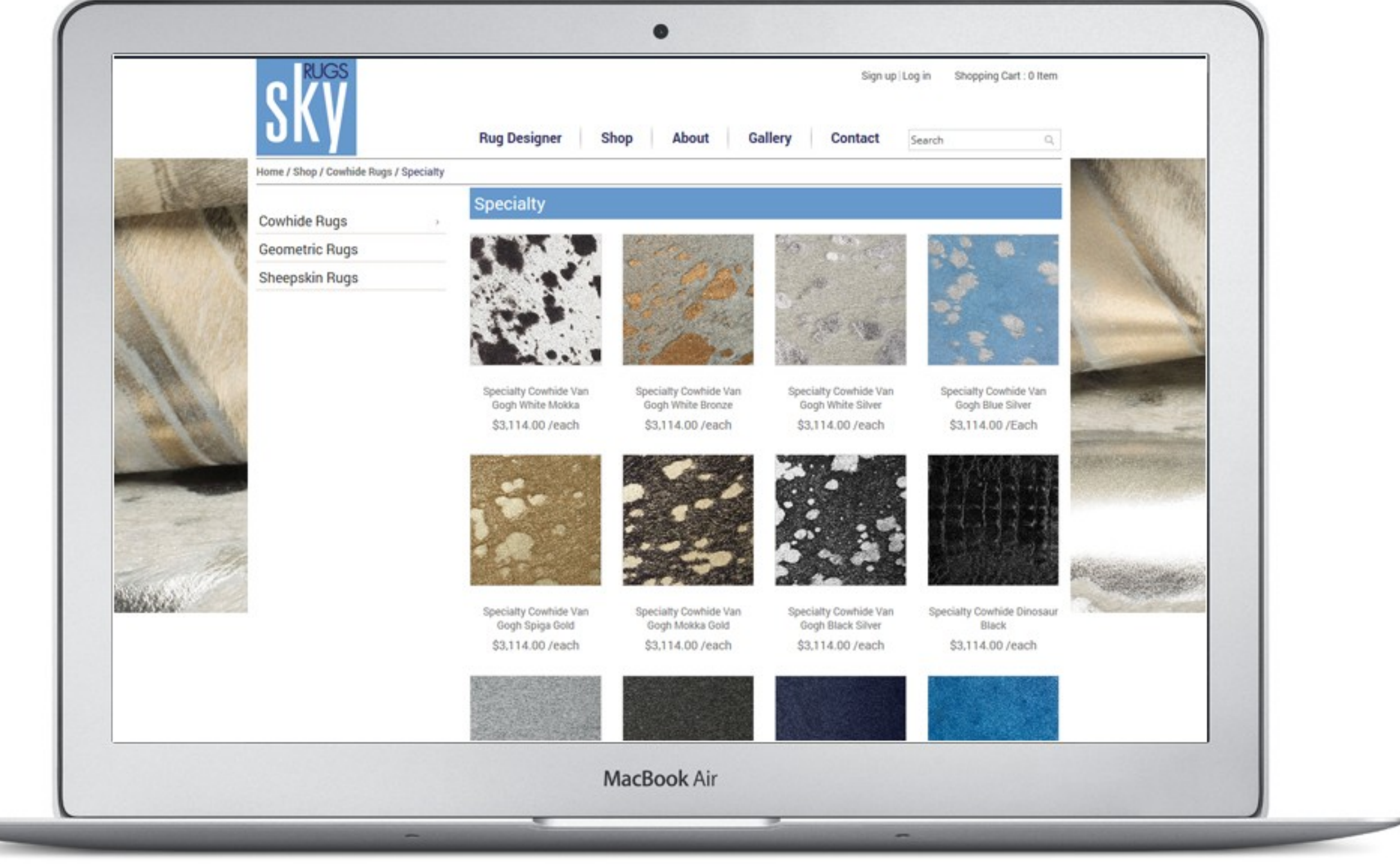
For making a global name, 'Sky Rugs' was in need of a well-designed website that could be a valuable addition to their brand. The purpose behind the creation of the website was to build, encourage and foster the company's online visibility. Sky Rugs wanted a powerful online platform that speaks highly of the business. The company wished for a professional website to boost the brand image, leave a good impression on potential customers and open more windows of opportunities. It was a genuine attempt to come closer to the international rug lovers.

In a bid to offer comprehensive and value-added services to the customers, 'Sky Rugs' was mulling over the possibilities of introducing a revolutionary feature of 'Online Designer Tool' where the customers would find themselves in an extraordinary position to design rugs as per their own preferences and style.

Synopsis

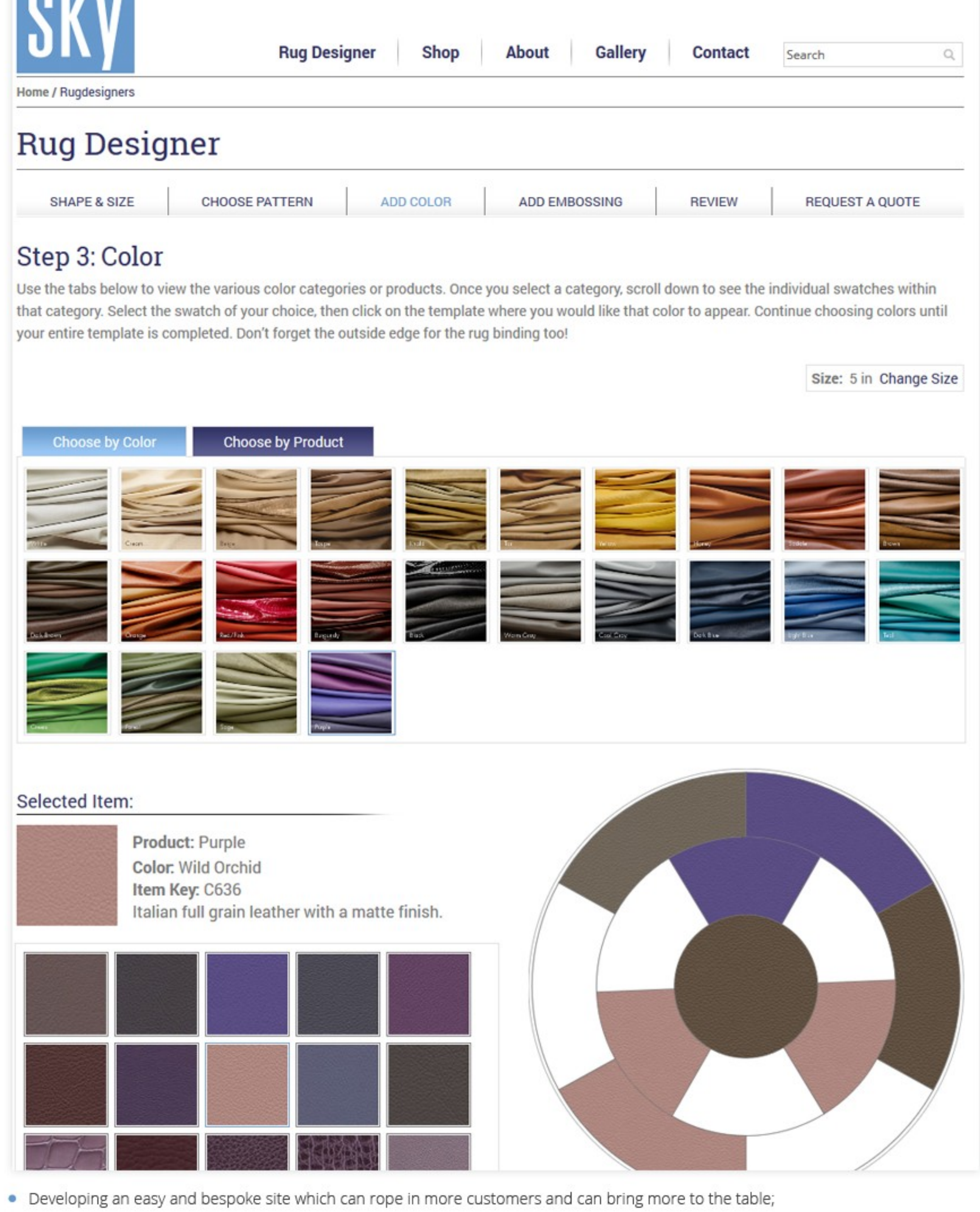
'Sky Rugs' has a dynamic digital presence with a website that is intelligently made using the best technological measures. The website is a vivid picture of the company's operations where every product is beautifully demonstrated, evoking the senses of the customers. Magento, world's prominent eCommerce software, is used for creating the official portal of Sky Rugs. As the website is powered by Magento, it is innovative, scalable, customer-focussed, SEO-friendly and highly functional.

The men at the helm of Sky Rugs chose **Axis Web Art** to develop a website for them. The **B2B eCommerce** portal of Sky Rugs, which is an exemplar of style and usability for many in the similar line of business, fulfills the stringent quality standards and wins the trust of shopping enthusiasts. Axis Web Art displayed the true spirit of professionalism while creating this website. Today, the official website is sailing at the top for its superb functionality and impressive layout. The site has terrific user turnout, which clearly communicates its success.



Challenges

In the cauldron of business, quality wins the most severe battles. Given the high scale of competition, it was imperative to come out with a manageable, informative and useful site that can of great advantage to the business. The major challenges were:



- Developing an easy and bespoke site which can rope in more customers and can bring more to the table;
- Creating a site having a personal feel;
- Inventing an 'Online Designer Tool' which could muster support and appreciation from all corners;
- Building a sitewhich could be capable of invoking an urge in the customers to get involved with the brand;
- Crafting a professional site which could strengthen the brand's reputation and inspire confidence;
- Structuring a site with an intuitive layout to offer a clear and eye-catching view of the products on sale;
- Making a site utilizing the most advanced and contemporary Magento features which could bolster its functionality and efficiency;
- Developing a cross-browser adaptable portal with greater accessibility;
- Incorporation of the finest processes which could offer convenience to the customers while reviewing the products and services;
- Establishing a self-designing mechanism which could be easy to use.
- Installation of a well-structured store locator and setup fee configuration;

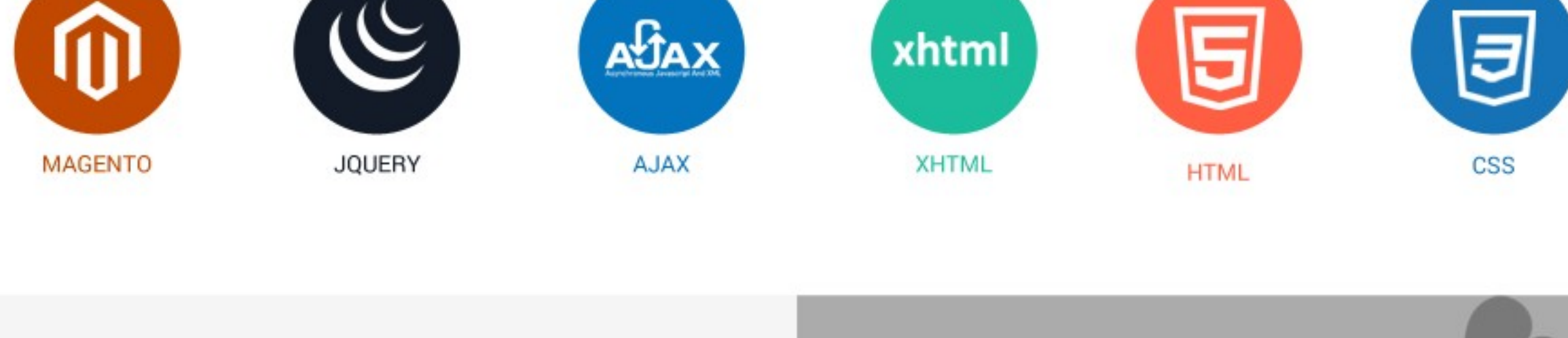
The Campaign

- The webmasters along with company officials hammered out the details and negotiated the areas to promote for captivating the audience;
- Axis Web Art has made every effort to create a portal that caters to the demands of over-demanding customers. The motive was to ensure an unrivaled user experience;
- The website is a classic amalgamation of the most versatile elements. It is highly engrossing in all respects;

Results

- The website is simple, well-structured and compelling. it is brilliantly designed using the cutting-edge Magento mechanism, making the important details easier to read and comprehend.
- The menu section is prominent which is further classified into various sections, offering all the relevant information on one page.
- Clear-cut demonstration of products, news and information which helps in winning the larger attention.
- The social integration is the most commendable and lucrative feature of the portal.

Technology Used



Website of Sky Rugs is meant to target those who are passionate about rugs. It is for those who feel that the presence of rugs can add sparkle to each and every surrounding. The website has a lot more to offer, especially for designers, upholsters and manufacturers.



Conclusion

Sky Rugs is at the peak of success because it is supported by a high-powered online platform. The site is beautifully made using state-of-the-art tools, ensuring a profitable push to the business.