

SURPLUSS.IN is a unique initiative; an e-store marked with style, innovation and passion. Established with a stout vision of emerging as a 'Shopping Icon', Surpluss has been well-received by the Indian masses for its grandiloquent range of global products at reasonable rates. Tipped as the 'ideal destination' for availing world-class products, the digital platform deals in the new and refurbished gadgets, home appliances and fashion products. Customers have showered praises on the eCommerce platform for the immense comfort it offers by introducing features, such as on-spot delivery, cash on delivery and free shopping perks.

The company has a notable experience of 10 years in global outsourcing. The splendid catalogue of products offered by Surpluss, includes big-brand smartphones, feature phones, tablets, notepad, UltraBook, LED and the accessories. The fashion shelves have an impressive variety of apparels, handbags, jewelries and shoes, which makes women go into raptures about the exquisite collection. Shopping enthusiasts get true value for the money as Surpluss offers quality products at fair prices. Surpluss has a long queue of admirers because it ensures absolute integrity, humility and excellence in its routine functioning. It is a hub of famous brand names, such as Samsung, Nokia, Micromax, LG, Sony and ZTE.

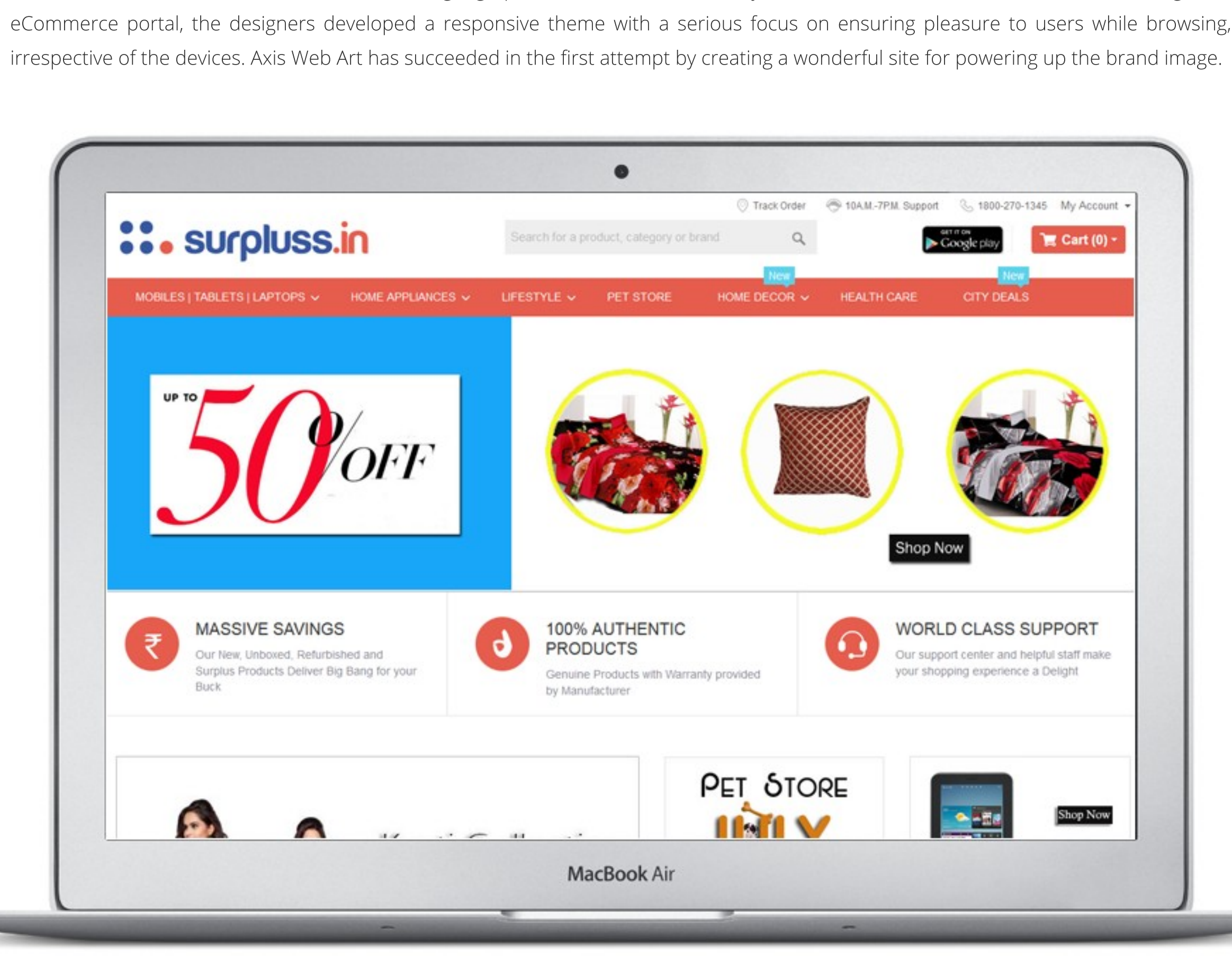
Objective

Surpluss was in need of an eCommerce platform with a classic blending of simplicity, perfection and grandeur in respect of performance and design. Taking note of **Axis Web Art's** artistic and technical prowess on Overcart.com, the company approached the respective web developers to craft an indigenous and feature-rich portal to promote its name globally. The company expressed its desire to have a digital board, smooth, strong and secure, to exhibit the products impressively and invoke a participatory desire in the customers. The objective behind the creation of e-store was to dynamize the company's online image for a great push to the business.

Synopsis

Surpluss knew that the developing markets of India are an important growth stimulator. The company harbored a desire to create a distinguished eCommerce Website for boosting consumption of its products while placing itself as an 'Ethical' brand. To reach out the billion web users, Surpluss has developed a high-octane, advanced and powerful virtual biz destination, providing a great deal of exclusive products and making users spoilt for choice. The official portal of Surpluss is Magento-powered, rendering top of the line services to make business expansion a delightful job. Being a Magento product, the site is user-friendly, well-customized, navigable and resilient in functioning with strong catalog management and order processing mechanism.

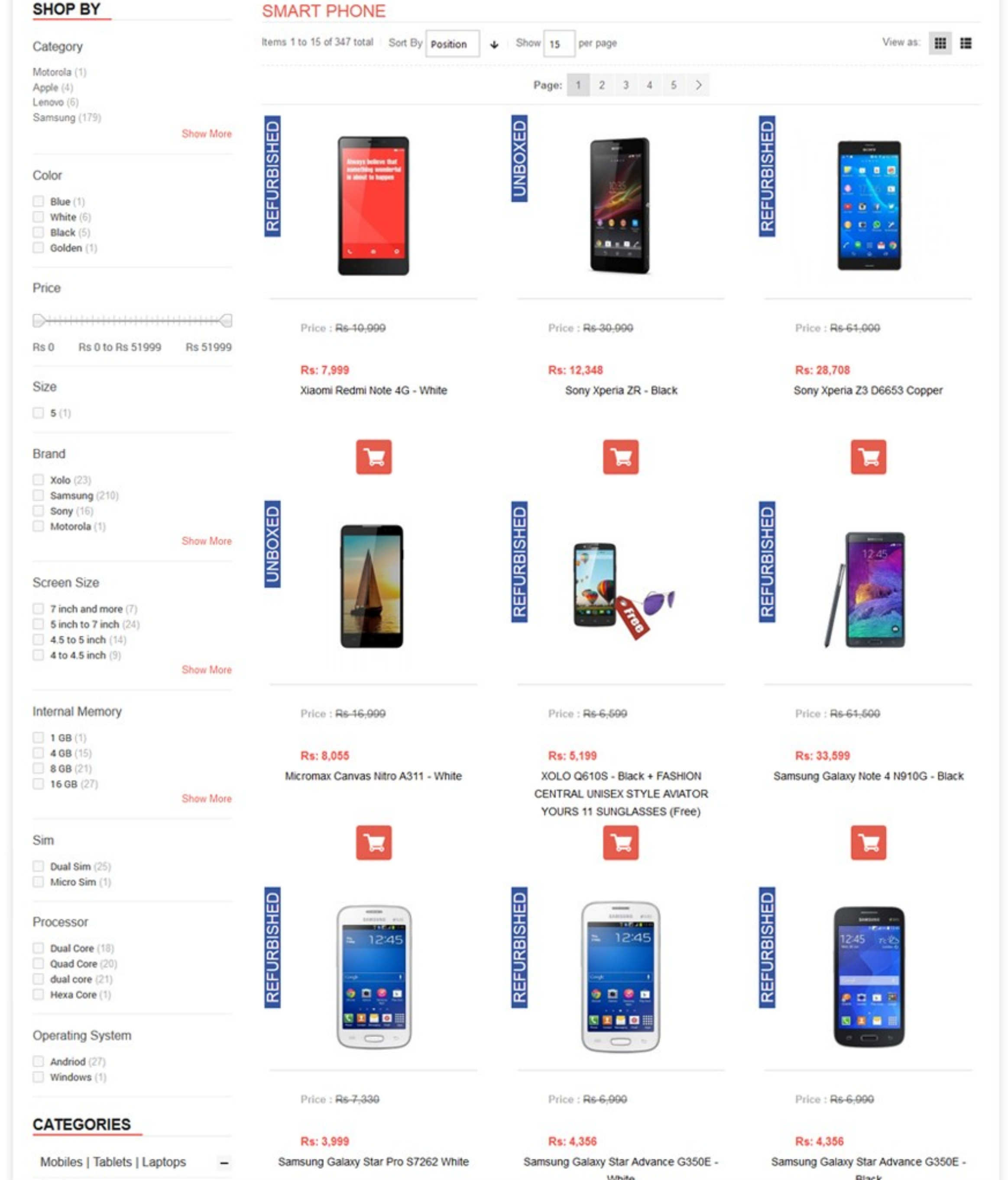
The e-store of Surpluss is a brainchild of Axis Web Art, a highly acclaimed website designing firm founded with a bright aim of assisting the companies to develop an overwhelming online presence and offer ignition to the businesses. The company has put up a grand show of skills and won numerous accolades for delivering high-performance solutions every time. In order to create a versatile and manageable eCommerce portal, the designers developed a responsive theme with a serious focus on ensuring pleasure to users while browsing, irrespective of the devices. Axis Web Art has succeeded in the first attempt by creating a wonderful site for powering up the brand image.



Challenges

Considering the skyrocketing numbers of eCommerce portals already running on the digital landscape, it was a challenge to come out with a distinctive product with a spectacular range of features. The challenges were huge, but not more than will power and determination.

Axis Web Art took up the challenge and gladly, the end product exceeded the expectations. The major obstacles were:



- To create a robust, scalable eCommerce platform to ramp up the online image of the company and build up a strong reputation in the global market.
- To develop a modish website that could offer a stable and secure foundation for many more years to come.
- To manufacture a site that pulls the users and evokes an urge to participate and shop.
- To construct a digital platform using Magento that surpasses the highest standards of performance, quality and value.
- To craft a tailored and state-of-the-art website with a flexible layout, features of Windows 8 and Web 2.0 UI. This was important to pep up the overall appearance and feel of the website.
- To develop a responsive website that can scale down to any resolutions and fit every screen size.
- To incorporate bespoke back-end and front end features for better accessibility, such as sample ordering, inventory management, vendor management and warehouse inwards.

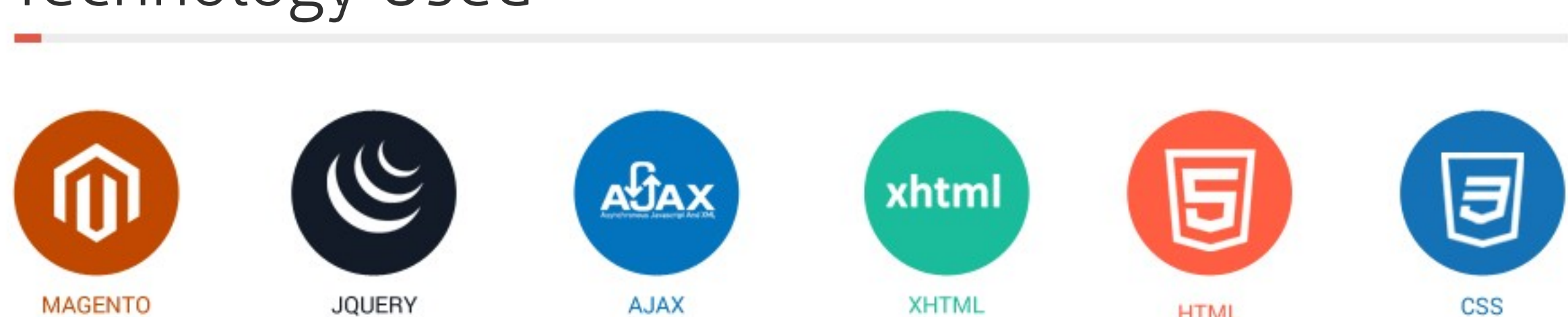
The Campaign

- The prime focus area was to ascertain the consumer groups, which would show an inclination towards the products on sale.
- Axis Web Art** intelligently created a platform with high-functional features to help the company accomplish its goals inch by inch.
- The website is a luxury for the users as it comes with superior features pertaining to the whole view, buying and selling procedures, featured items and video descriptions.
- Surpluss's portal is neat and excellent with support of awesome back-end features, such as customized inventory management, vendor management and warehouse inwards.
- The e-store is handsomely made incorporating best-ever logistics tools and the BlueDart for smooth order processing.

Results

- Surpluss's e-store is an exceptional handiwork, guaranteeing services of the highest order.
- The online business portal of Surpluss was a blockbuster with thousands of customer visits in a day and a fantastic conversion rate.
- The portal was developed keeping abreast of latest technology, making it the most advanced eCommerce portal so far.
- A clear and eye-catching description of products, resulting in quick and accurate purchasing decisions of the customers.
- Straight connectivity to social platforms is advantageous for traffic generation, growth rate and brand recognition.

Technology Used



Surpluss aimed at positioning itself as a top choice of gadget lovers. The focus was on households, which spend considerable sums of money on the purchase of appliances and lifestyle products.

Target Audience

Conclusion

Surpluss is the world's leading eCommerce portal renowned for offering sophisticated, real and qualitative products across the world. The company has attracted the lion's share of the international markets by providing dream products to the millions at jaw-dropping rates. Customer Satisfaction is the sole mission. Zero tolerability towards malpractices is the pledge.