

## **E-Commerce Solution for a University Bookstore**

**Client:** A University Book-Store.

**Industry:** Education & Printing

**Issue:** The store was looking to increase the geographical footprint of their client base and provide a medium that would allow students and instructors to order course and educational materials online. Their retail based business was facing major challenges, including:

- Higher operating cost, since all orders had to be physically processed at the store
- The cyclical nature of the business, created challenges for the business to effectively plan their resources, the sales were high during school opening in fall and spring and slow in the summer
- Increase competition from other stores in the neighborhood
- Inconvenience for students and instructors as they could order course material only at the store
- Inability to target and attract users who lived far from the University area due to the distance of the retail store

**Technology:** ASP.Net & SQL Server 2008

**Solution:** Built an ecommerce application that allowed the students and the faculty to order course materials through the web without physically going to the store. Following were the benefits of the application:

- Web based solution that allowed user to create account, place orders and pay for the product
- The application provides product selection options, that allows users to choose print option and see what will the end product would look like
- Significantly increased the geographical reach for the business, with web based solution the user can order products without physically going to the store
- Online ordering allowed the business to effectively manage resource during cyclical business periods
- The online store created a new platform for sales that helped the business generate additional sales. The business grew by 40% for the calendar year

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