



**CASE STUDY : IFB INDUSTRIES LTD.**  
SOLUTION AREA : WEBSITE WITH E-COMMERCE APPLICATION

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|--|-------------------------|
| <b>Client:</b> IFB Industries Ltd.     | <b>Country:</b> India   |
| <b>Industry:</b> Home Appliances       | <b>Status:</b> On going |
| <b>Solution Area:</b> E-Commerce – B2C |                         |

## Company Profile

IFB Industries Ltd – Home Appliances Division are into manufacturing of state of the art appliances that are required in every household. The company manufactures Washing Machines, Micro Wave Ovens, Dishwashers and Dryers. Having an all India network with branches and dealer network spread across managing the mantles of the powerful network they possess, backed by a strong corporate house in Goa. Presently the site caters to customers in India.

## Project Brief

IFB Appliances needed to support its expanding business in a better way; in order to achieve that IFB Appliances needed to:

- Increase the efficiency of the order fulfillment process.
- Mirror their online back office with their current offline processes.

Support enhanced marketing capabilities such as cross-selling, promotions etc.

A Snapshot

The screenshot displays the IFB website interface. At the top left is the IFB logo. The navigation bar includes links for Home, Shopping Cart, Advance Search, Sign In, and Contact Us. Below this is a secondary menu with Products, Services, Corporate Information, and Careers. A utility bar contains Dealer Search, Register Product, Download, and a Shopping Cart summary (1 item(s) subtotal: Rs20,499.00).

The main banner features a woman reading a newspaper next to a row of IFB washing machines. The text reads: "Housework on your mind? Set yourself free with IFB".

Below the banner are three sections:
 

- EXCITING PROMOS**: A Valentine's Day promotion with a red background, featuring flowers and hearts. Text: "Gift her sparkling freedom from all household chores this Valentine's Day. FREE get a diamond earring or a pendant".
- WHAT'S NEW**: A section for "Introducing Top Loading Washing Machines" with a photo of a machine and the text "from the experts in Front Loading Washing Machines".
- SERVICE HELPLINE**: A logo for IFB SERVICE with a smiling face and contact numbers: 1860-425-5678 (BSNL and MTNL), Others 3900-4321.

The footer contains the IFB Promise (Free Home Delivery, Multiple Shipping Option, Delivery in 1600+ cities) and Customer Support (Privacy Policy).

## Key Issues

### Business Plan

In order to generate lift in conversion rates, featured products are displayed on the homepage and generic content pages. This gives the site administrator the ability to constantly put optimized products in front of visitors in order to trigger a purchase.

Visitors can quickly determine if a product is relevant to their budget and immediately 'add to basket' or 'Wishlist' from the product list within the Product Category pages, or after clicking on 'Additional Details' button. These implemented features deliver greater conversions and contribute to increased sales for IFB. To aid in converting these visitors to purchasers, IFB Home Appliances utilizes discounting strategies in product merchandising. In addition to a competitive price guarantee, they offer discounts and run other promotional activity which leads to increased sale and user satisfaction.

### Benefits to be Achieved

- Lower abandonment rate among new shoppers
- Increase in average order size
- Increased back-office throughput
- Increase in daily orders
- Reduction in order processing errors
- Ability to track, segment and reward repeat customers
- Added the ability to scale technology with operational requirements

## Solutions Overview

Implementation of a flexible, user friendly, e-commerce platform for IFB Home Appliances through its website, wherein users can browse, choose and buy IFB products from anywhere in the world.

The website lets its users to choose from four product categories viz., Washing Machines, Micro Waves, Dish Washers and Dryers. The website has an Administrative Section wherein the products are dynamically controlled. The administrator while entering a product details, has the option to enter MRP, Special Discounted Price and associated gifts against a particular product.

The web application is enabled with Shopping Cart feature option, wherein users, during the buying process, can add the chosen products to cart. The 'Add to Cart' application has provisions for containing information such as quantity, model no etc, with an option to either delete the selected product from the cart or increase the quantity.

After the user has decided that he is now ready to buy the product/s, he then enters his billing and shipping information. Finally the user is presented with a summarized table which contains information on the product quantity and pricing with the Total Amount payable. Upon confirming the “Confirm Payment” option, the User is redirected to the payment gateway secured site wherein they feed their Credit Card information. On successful transaction a welcome mail is sent to the User with all the relevant information along with a copy of the same to the Administrator, Marketing Team and the Regional Manager of the opted state as mentioned in the billing address who holds the ultimate responsibility of delivery of the product to the end customer.

Though online purchases can be done from anywhere across the globe, products are delivered only within India.

### Technical Specifications

| Key Components       |  |
|----------------------|--|
| Operating System     | Linux                                    |
| E-Commerce Framework | Websphere Commerce Express Ver 6.0       |
| Application Server   | Websphere Application Server Ver 6.0.2.5 |
| Database             | DB2                                      |
| IDE                  | Websphere Commerce Developer             |

For more information, visit our website at: [www.wdc.in](http://www.wdc.in)