



@BITVERO

CASE STUDY

INDIA ART WARE

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BITVERO ON BEHALF OF PACIFIC INFOTECH
2, WIER PLACE, STAINES

CASE STUDY

INDIA ARTWARE MANUFACTURING CO. DISCUSSED WITH US TO DESIGN & DEVELOP A SIMPLE, ATTRACTIVE & POWERFUL SHOWCASE TO DISPLAY THEIR PRODUCTS PRESERVING THE EXCLUSIVITY AND THEY WANTED A QUICK TURNAROUND

The company was old and we observed identity crises, we suggested them community based open sources content management system and the best approach was to tailor a template based theme and protect the exclusive products gallery with a password, below is the snip of their showcase

www.indiaartware.com/index.html



PROJECT SUMMERY

Back in February 2014, we have been approached by Amit in Indian Art ware Manufacturing Co. and discuss with us to develop a showcase in which he can add / edit / delete products, maintain exclusivity, he was having a large database of products and requested us to come up with a quick solution

He was even not having a domain name and wanted a short one to speak his business

THE CHALLENGE

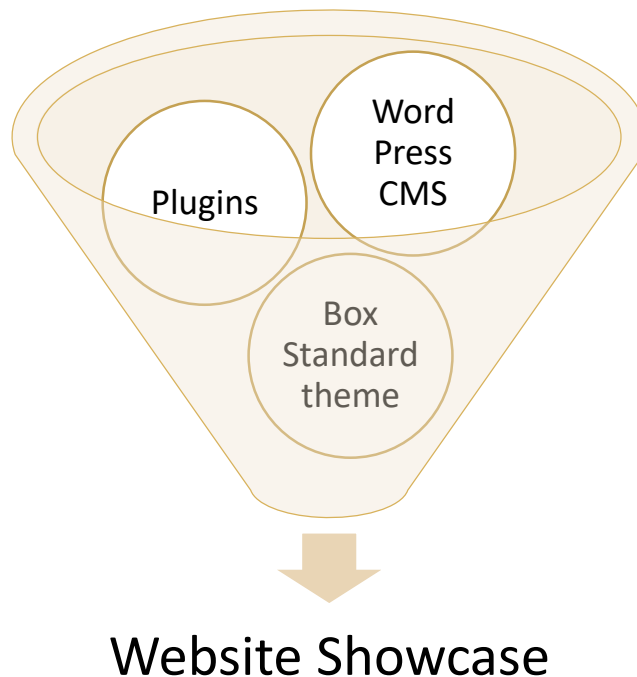
The challenge for us was quick turnaround along with a short domain name he requested to portray his Manufacturing identity,

HOW WE HELPED

We immediately realized quick turnaround was the key for his solution at that moment, so we decided to provide him a fast track journey based on box standard platforms along with template based product....

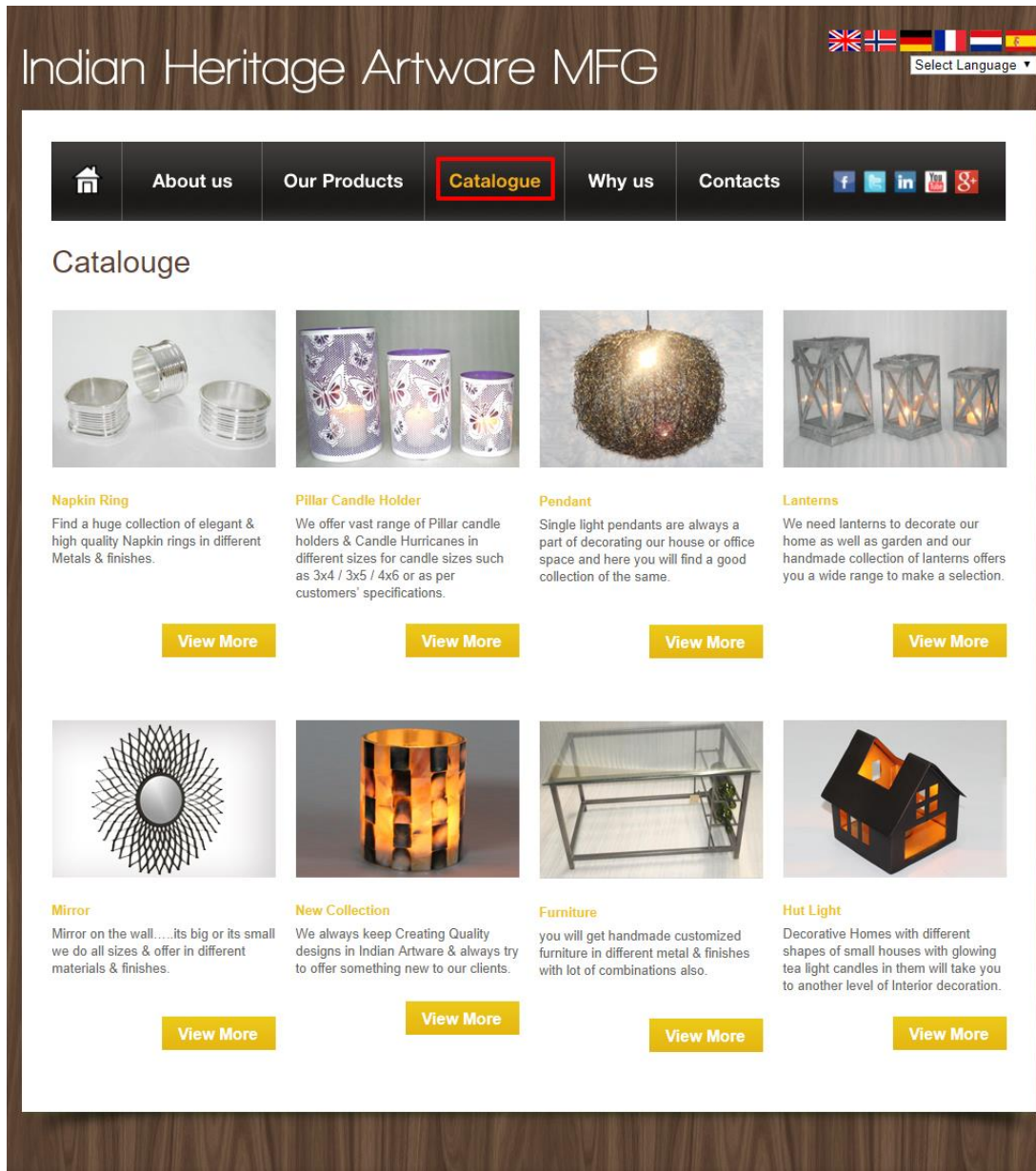
And we finalized Word Press CMS with standard plugins to achieve the functionality part along with a box standard theme to achieve the design part

We also provided him consultancy on domain name selection in which he wanted to portray his Indian manufacturing identity and the selected domain was www.indiaartware.com and luckily the domain was available as we searched and booked via www.directnet.in



WEBSITE DESIGN & DEVELOPMENT

We focused all our efforts in designing & developing the website with different sections, below is the glimpse of the catalogue section,



Navigations

- [Home](#)
- [About us](#)
- [Catalogue](#)
- [Why us](#)
- [Contacts](#)

Products

- [Candle Accessories](#)
- [Furniture](#)
- [Wall Décor](#)
- [Table Ware](#)
- [Lamps & Pendants](#)

Candle Accessories



Find a complete collection of decorative candle accessories such as Pillar candle holder, Tea light holder, candle Lantern (Indoor/Outdoor) in Iron, Aluminium, Brass, Glass & Steel in different finishes

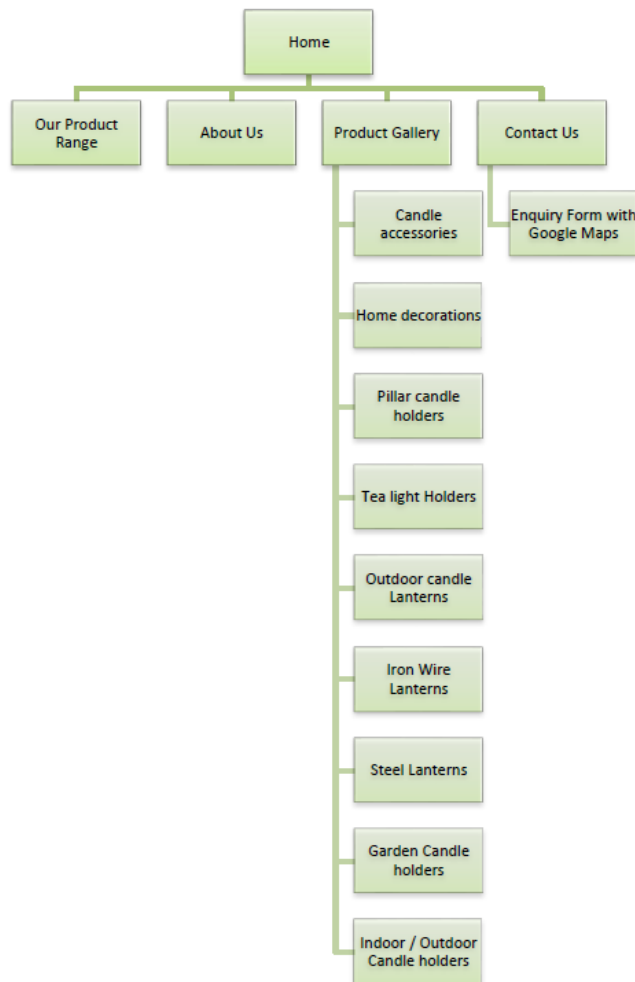
[View More](#)

We suggested Amit to showcase his generic products openly and password protect all exclusive ones, which will help customer to understand his product range and he immediately understood the concept and accepted that,

Later on a Google language bar was introduced in the showcase, and we considered language translation especially from those countries where his customers resides

This was the basic sitemap agreed

SITEMAP



PRODUCT GALLERY SECTION IS CMS BASED ON OPEN SOURCE, YOU MAY ADD / EDIT / DELETE AND PASSWORD PROTECT DIFFERENT SECTION, REST OF THE WEBSITE WILL REMAIN HTML / PHP

PROJECT COMPLETION

We completed the project in record time within 15 to 20 days of our primary discussion, the word press CMS system we provided is robust yet simple in handling,
Customer liked the box standard theme we tailored for his products

CLIENT FEEDBACK

Amit was impressed, well appreciated the work and still very happy with his showcase,

<https://www.linkedin.com/in/indiaartware/>