



@BITVERO

CASE STUDY

ZAFS INTERNATIONAL

PRESENTED BY: HYDER ALI

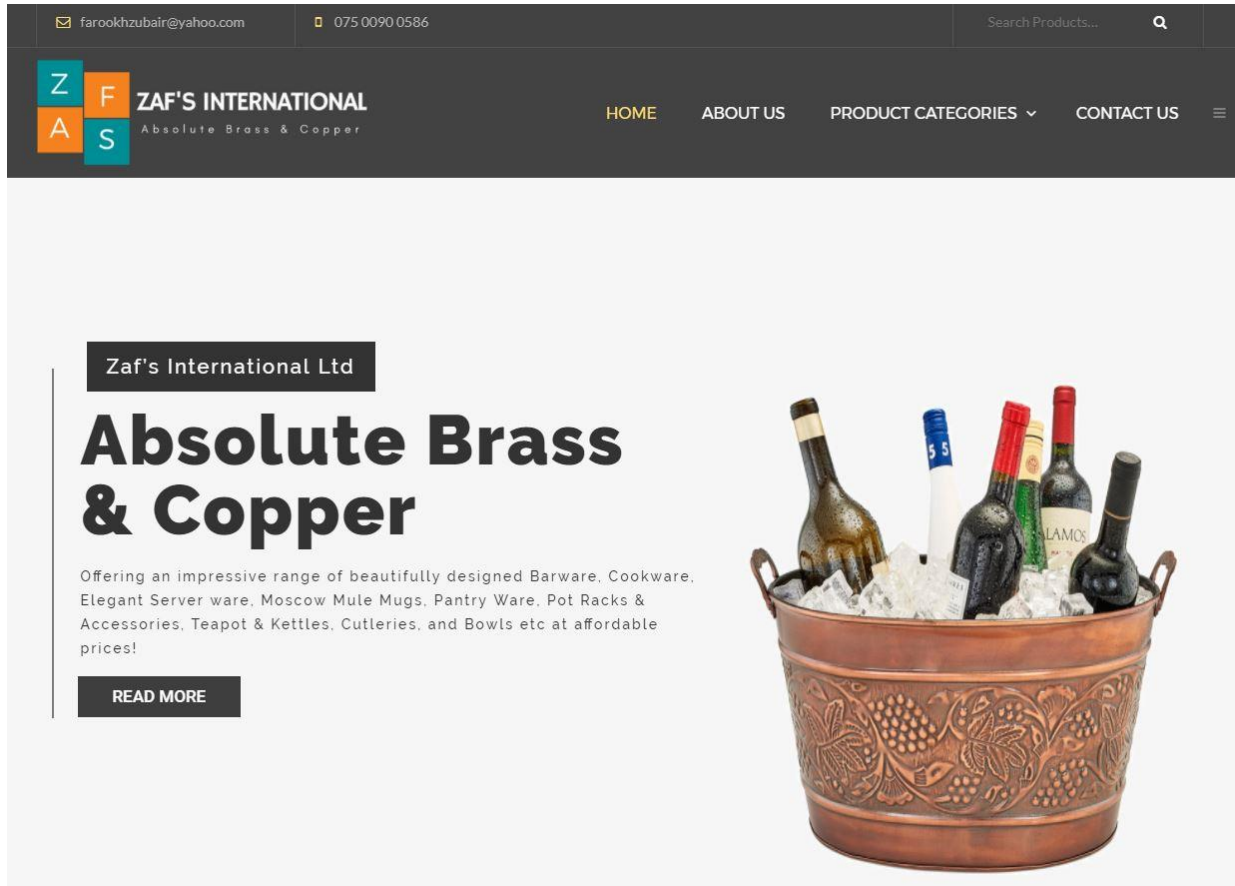
BITVERO ON BEHALF OF PACIFIC INFOTECH
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CASE STUDY

ZAF'S INTERNATIONAL, A HANDICRAFTS TRADING COMPANY IN UNITED KINGDOM IS PLANNING TO WHOLESALE INDIAN HANDICRAFTS ESPECIALLY COPPER & BRASS PRODUCTS IN UK

The company was new and we have been recommended and was given the responsibility to come up with a unique Logo as well as an impressive online identity for their exclusive copper & brass products they are planning to import from India,

<http://www.zafsinternational.com/>



PROJECT SUMMERY

We have been recently approached by Farooq in United Kingdom and discussed with us that he wanted to materialized his thought to start imports of copper & brass products from India,

And all he is having is the name of the company 'ZAFS INTERNATIONAL' and to start with he wanted a

1. A domain name
2. Good logo,
3. an impressive website for whole sale of handicrafts
4. His stationary like business cards, letter heads, email signature etc.
5. Managed hosting of website

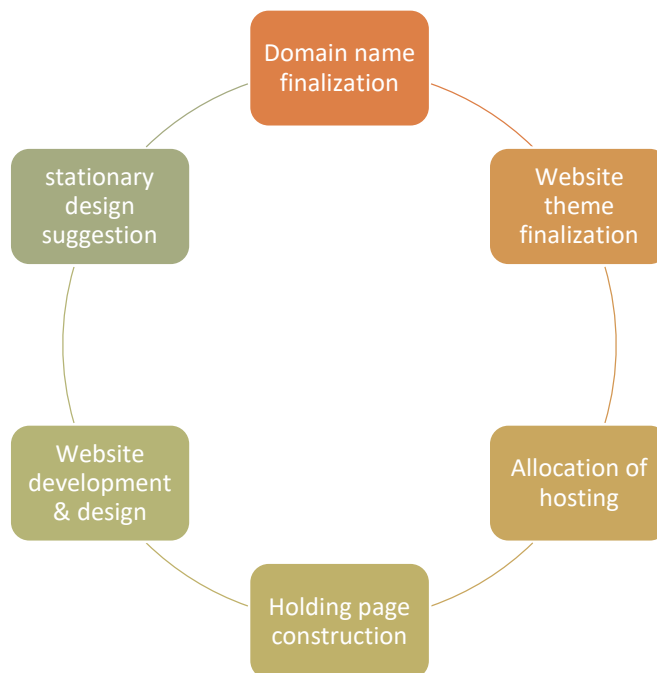
Where the website he required should be expandable to an online store in future

THE CHALLENGE

The challenge for us was to come up with a logo & an impressive website for whole sale of products which can be convertible to an online store as well if required in later stages,

HOW WE HELPED

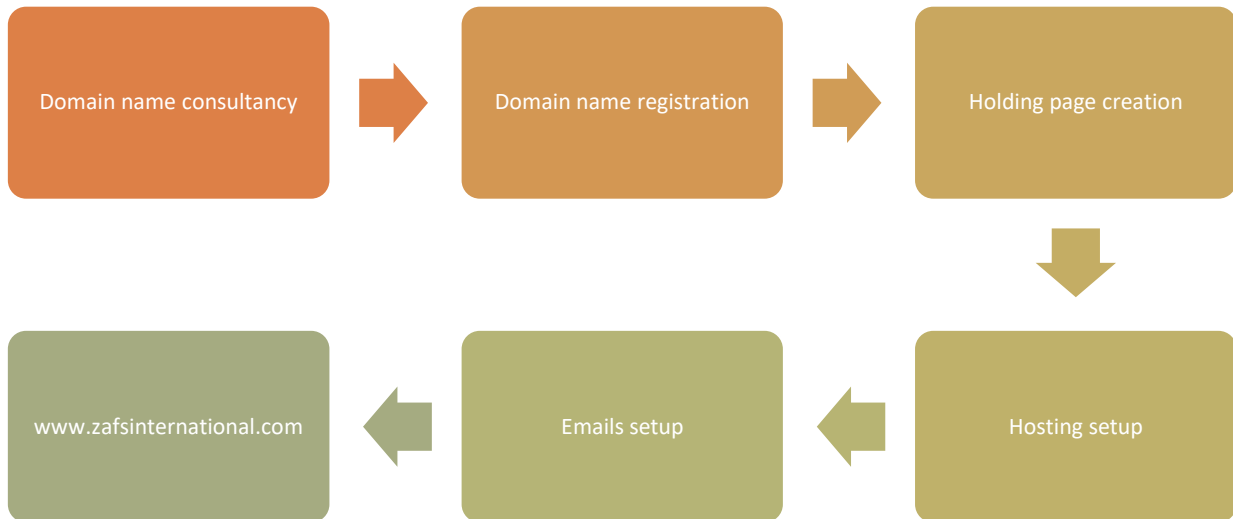
We knew professional consultancy plus quick turnaround is the key to impress customer, so we suggested him the elements involved and their execution along with importance and to discuss priority of each



After several rounds of discussion we finalized the domain <http://www.zafsinternational.com>

And quickly came up with a holding page following the below journey

Client was impressed looking things in action



We then focused our efforts in designing the logo



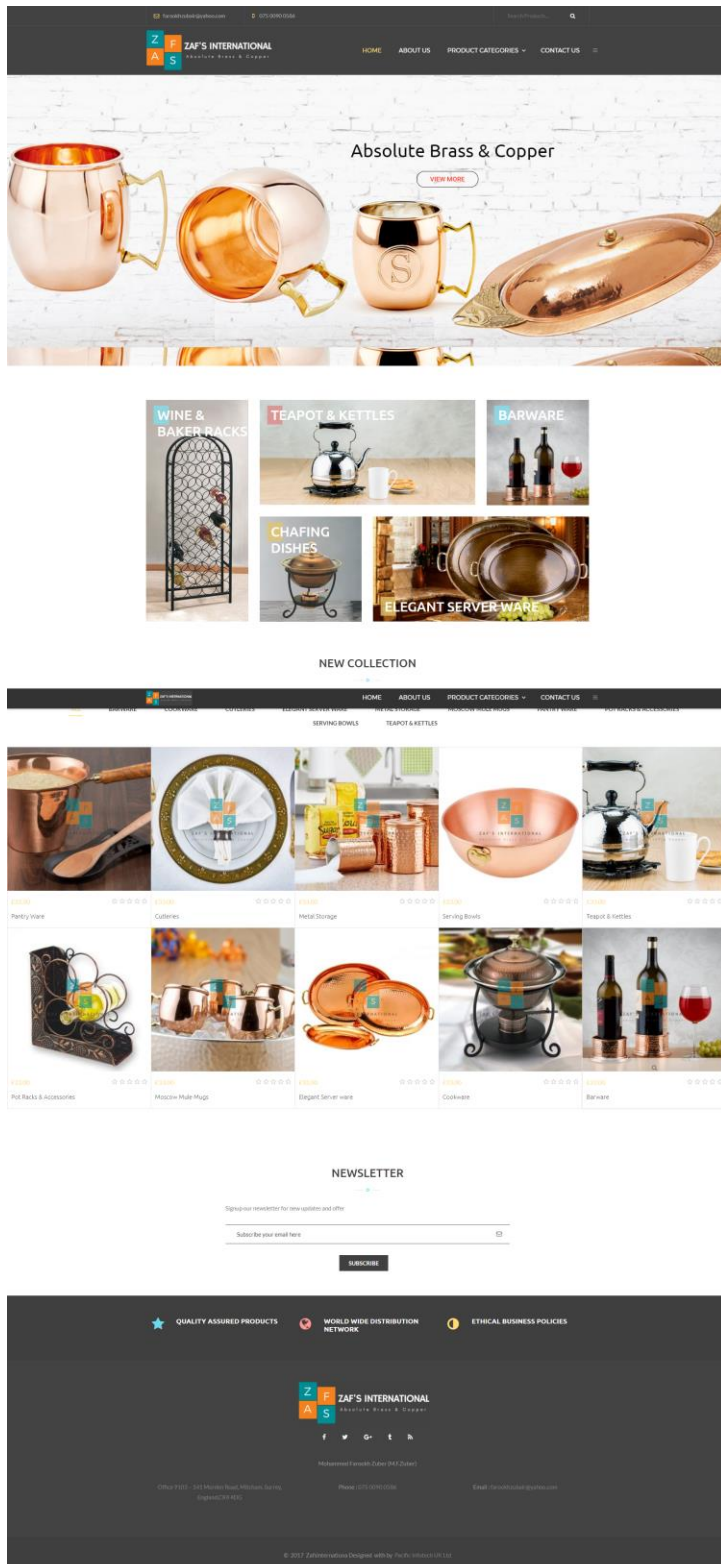


And finally got our winning entry with all appreciation from client as by now he was feeling a sense of trust in working with us.



WEBSITE DESIGN & DEVELOPMENT

This was the bigger challenge for us as customer was expecting a creative design with expandable functionality, so we decided to select Word Press / Woo Commerce



They both makes a great combination, Woo commerce is a good E-cart functionality but our customer was doing whole sales where woo commerce is good for retail and with a bespoke tailoring we added enquiry section in each product



Elegant Server ware

£33.00

These trays are simply stunning, part of the stunning and exceptional quality...
These trays have been the subject of a standard serving tray since the 19th...
19th, when an unknown artist took a piece of copper and combined it to make...
a high quality metal. It has survived not only the centuries, but also the long...
the electric lighting, creating beautiful patterns. It was...
important to the 19th with the release of a new metal containing copper...
from Portugal, and more recently with the discovery of silver in the West...
England, including various of copper trays.

SKU: LP-14-2.

Availability: In stock

Category: Elegant Server ware

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BESPOKE FUNCTIONALITY TAILORING



DESCRIPTION / PRODUCT SPECIFICATIONS / TRADE INFORMATION / KEY POINTS / PRODUCT ENQUIRY

NAME: Your name
EMAIL ADDRESS: you@yourdomain.com

ENQUIRY: What would you like to know?

Send Enquiry

Customer also required additional fields as they were doing wholesale and imports and this required additional tailoring

DESCRIPTION / PRODUCT SPECIFICATIONS / TRADE INFORMATION / KEY POINTS / PRODUCT ENQUIRY

Price	200
FOB Port	London
Supply Ability	Enter description here
Sample Available	Enter description here
Minimum Order Quantity	Enter description here
Minimum Order Quantity	Enter description here
Packaging Details	Enter description here
Payment Terms	Enter description here
Delivery Time	Enter description here
Sample Policy	Enter description here
Sample Policy	Enter description here
Main Export Market(s)	Enter description here

EXTRAS

During this project our client requested us to design stationary in minimal cost, we suggested them DIY and send them below links instead of trying to make money we immediately understood and suggested the same which they well appreciated and didn't asked us again to design stationary

Email signature: <https://www.hubspot.com/email-signature-generator>

Letter Head: www.canva.com

Visiting card:

<http://www.printvenue.com/catalog/premium-business-cards>

www.vistaprint.co.uk

<https://www.moo.com/uk/design-templates/business-cards/>

PROJECT COMPLETION

The project was completed right from logo design to website development within 30 days

CLIENT FEEDBACK

Mr. Farookh was very happy when he received the first preview of his website and also recommended us to his friend who is now discussing with us development of an E-Commerce grocery store in London,