Comfort Discovered

ONLINE PORTAL DELIVERING VARIOUS TYPES OF PRODUCT RANG

Comfort discovered firm is delivering various types of product range in entire Australia from last 30 years.

Market

Australia

Industry

Convert maximum range of customers with all age group.

"We are highly satisfied and overwhelmed with the quality of work delivered by Xhtml Junkies Team. These guys are professionals who guide you beyond the scope of work in order to provide best and honest solution for client(s)."

Comfort Discovered Team

Customer Profile

We are celebrating 30 years at the service of our wonderful customers! Over the years we underwent a lot of changes. We moved from North Sydney to Upper North Shore. We have grown wiser and older! We have a new, young and efficient management. We expanded our show room and enhanced our product range. But on one aspect, we did not change! Our focus on you, our wonderful customers!

Our mission is to enhance the independence and to empower people to live their lives with dignity, mobility and independence. We have been doing this for the past 30 years with pride and passion with innovative solutions and a wide range of products, some of which are featured in this website. As part of our various changes to keep up with our customers, we have updated our website which has been serving our customer over the past 12 years!

Major Challenges

- Create New Business Icon in market
- Gain more number of customers
- Switching to new web technology
- Arrangement of all products with category
- Promotional Campaign on Website (When it required)
- Add and Remove Product Facility
- Secured Payment Methods / Checkout Facility

Solutions

Technology: Magento

After understanding of all business requirements. We selected Magento platform for multi channel store. This platform is also helps in terms of SEO. We can create more number of product categories and restructure them any time.option to select their preferred categories based on which they can receive articles in newsletter format scheduled on weekly or daily basis.

OSCommerce Platform to Magento Platform

We will convert all products in to Magento with new page titles, Images , website URL , etc.. We will categorise your 271 product in below format.

- Arthritis Products: 36
- Back Support: 43
- Braces & Supports: 22
- Bathroom & Bedroom: 53
- Household Aids: 34
- Office & Reading: 18
- Mobility Products: 28
- Travel Comforts: 37

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Execution Process

- Week 1 >

  We done research on previous website which was build on OScommers.

  Project Planning & Restructure of database.

  Finalised the webpage titles and Mata data to make website more SEO friendly.

- Week 2 >

  New layout and website design work done before start web building.

  Development work started.

- Week 3 >

  Testing department started their work for each module of website development.

  Tester sends back work of modification to development team.

- Week 4 >

  Client testing mode started.

  Enhancement done according to client base line requirements.

  Final Presentation & Submission of Project.