

# Luke Health Fitness



## Luke Health Fitness Easy To Use Ecommerce Solution For Online Presence

An online store with services for individuals and clubs throughout Australia.

### Market

Australia

### Industry

A Premier Fitness Services Organization

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

Luke Health  
Team

## Customer Profile

Luke Heath lives and breathes health and fitness and is one of the most passionate fitness experts you will ever meet. Luke started his fitness career in 1989, lifting basic dumbbells in his 'garage-style' gym to enhance strength for his sport of Athletics. Competing at State level for over a decade Luke medalled numerous times over middle distance to cross country running.

For over 16 years Luke has devoted his time to creating individual and group fitness programs to benefit the fitness goals of others. In 2011 Luke teamed up with various business and sports professionals to create, 'Luke Heath DYNAMIC FITNESS™'. His aim is to reach a wider audience as a Creator, National Trainer and Presenter in Group Fitness and expand his ability to work with a global society in creating a "Healthier, Fitter, Leaner" world. A Premier Fitness Services Organization in Australia providing niche Group Fitness Programs.

## Major Challenges



Limited reach, lack of online store (ecommerce market presence) was hurting their business.

## Solutions



We at Elsner believe in providing the correct solution for the right application. Here in this project, as the client's requirement was highlighting limited services and managing the same using a simple CMS based backed. Hence to simplify the equation we have recommended Wordpress based web-site.



Online Store setup

We have used WooCommerce plugin as the open source and robust solution. This plugin is scalable and shopping experience is great. It is a full fledged AJAX based shopping cart. That means customers can add multiple products/services in there shopping cart and continue shopping or checkout with in a safe and secure payment environment.

We have integrated paypal and credit card payment options and managed the order processing in backend with automatic invoice generation for complete peace of mind.