

CASE STUDY – COMPTOIR DE FAMILLE (Bi-Lingual E-Commerce Solution)

Company : Comptoir de Famille

Website : www.comptoirdefamille.net

Profile :

Comptoir de Famille is an established French company, which creates innovative home decor accessories and furniture for the French and European markets. The brand is built around the memories of traditional French family life. Comptoir de Famille's home furnishings and accessories draw their inspiration from the past, evoking a different time and place. The presentation and products touch an emotional chord and remind us of a quieter time gone by. They bring us back to essential values of the family and its traditions that passed from generation to generation.

Solution Overview :

Comptoir de Famille offers various product mixes like –

- Furniture
 - Table ware
 - Table top
 - Glass ware
- Textiles
- Home Accessories
 - Baskets
 - Hooks

These products have been selected targeting the US market. The basic nucleus of promotion being the furniture and home accessories. The main objective was to reach out to the vast market of US through an easy and sustainable marketing. The best way to reach out to the target audience was a web site which is a cost effective medium providing a look and feel of the entire product catalogue. US market, where most of the transactions are done on-line, web site and web-enabled transaction was the easiest way to access a huge mass as well as a cost effective sales agent.

The site developed is a bi-lingual e-Commerce site targeted at wholesalers and retail users. The main aim of an e-Commerce initiative was to –

- To Stay ahead of competition
- To make business information available
- To Network
- To make information available quickly.

The web site is a reliable, secured web application which would enable the company to reach out to a large audience. It would also enable increase in business through a secure transaction process integrated with a payment gateway for payment purposes. The site offers various product catalogs, customer profiling and registration, gifting and shopping modules.

The entire solution is dynamic and allows easy update of the content and product catalog through a user friendly administration module. The administration module built allows anytime, anywhere access by users authenticated through a secure login.

Technology used :

- Microsoft Windows 2000 Server
- Microsoft .NET Framework C# (ASP.NET)
- Microsoft SQL Server™ 2000

