

CASE STUDY – SUNDARI (E-Commerce Solution)

Company : Sundari

Website : www.sundari.com

Profile :

Sundari is a premium range of beauty products and is targeted to markets primarily in US & Europe. Sundari is a brand of the various cosmetic products available according to the skin types. It is a part of Marico Industries known by the brand name of Sundari in US and Europe. It is collection of Ayurvedic inspired luxury skin care products suited to meet the needs of contemporary women.

The products are based on the basic principles of ayurveda, its benefits and uses. The company has various range of products catering to all the categories of users. The products are categorized into different botanical and ayurvedic skin care products.

Solution Overview :

The e-Commerce web site has been developed targeting the women audience in the US. The solution has been developed on Microsoft Commerce Server platform. Some of the features of the initiative are as below –

- **User profiling :** The profile of the users is maintained by the system and products are displayed based on the profile of the user. The site has products profiled based on the various skin types such as oily, dry and normal. There is also an online interactive skin test which helps users identify their skin type and thus purchase products suited for their skin.
- **Secured Online Buying :** The web site provides secure online purchase of skin care products through credit/debit card and is integrated with a payment gateway for payment processes.
- **Cross Promotion of products :** The solution enables Sundari to cross promote various products online. The system intelligently identifies products similar to those selected by the user based on pre-defined business logic and thus encourages users to buy related products too.
- **Online promotions :** The site enables Sundari to have regular promotions on the site. Some of the online promotions supported by the solution include free shipping, discounts, buy one get one free, etc.
- **Order processing and management :** The solution integrates with the shipment agency for order fulfillment. It is also integrated with the UPS shipping system which enables automated update of the order status. It also gives users the flexibility to view the status of their orders at any given point of time.
- **Order history :** The system maintains a history of all the transactions done by the user on the web site. It also enables the user to select products from the history and purchase the products, thus reducing the need of searching for the products all over again.
- **Gifting :** Another important feature supported by the system is online gifting of products. The site enables users to gift various products to their near and dear ones. At the same time it also allows users to send eGifts to their friends and family which can be redeemed online in place of payment via credit card.

The website has enabled Sundari to reach out to its target audience and increase its revenue through secured online sale of its products.

Technology used :

- Windows 2000 server
- Microsoft Commerce Server 2000
- .NET framework
- SQL Server 2000