



## **Business E-Front**

### **ASHI selects Business E-Front to promote its brand and products having higher sales through their retailers**

ASHI is one of the premier diamond Jewelry manufacturers, servicing the independent Jewelers in North America. ASHI has been known for providing the best quality Diamonds and Jewelry products and also at the same time for their customer centricity and highest levels of services.

#### **The Need of The Hour**

What ASHI needed was a solution to communicate marketing ideas and product information from ASHI to their retailers. ASHI needed an effective online solution for all their retailers to showcase a specific product range, having higher sales.

#### **The Solution Offered**

After close observation of the nature of ASHI's business, Avalon Solution came to know about the varied functionalities needed to achieve its client's objectives.

#### **Therefore The Solution Developed Consisted of 3 Different and Unique Portals**

**B2CC** – This portal was provided to retailers of ASHI, with brand- and strategic-content controlled centrally by ASHI. Individual retailers were provided the ability to showcase their own business specific information such as logo, contacts, marked-up prices, and above all discounts and promotions, if needed to be highlighted.



**B2C** – This is a brand portal, which allows consumers to find their nearest retailer and portray generic information about ASHI.

**B2B** – This portal was aimed at being used by retailers to manage their own portals, at the same time it could be used to place orders internally from retailers to ASHI.

### **Business Benefits**

- This solution proves to be successful in accommodating the needs of communicating marketing ideas and product information from ASHI to consumers through their retailers.
- Every individual retailer is provided with their own web portal. This added to more accessibility, connectivity and efficiency online.
- Every retailer's portal has a similar feel; however it is branded with their own store name, logo and business specific information, therefore the result - creating a unique brand identity everywhere.
- Retailers were provided with access to their very own admin section to manage and update their localized business specific details.
- ASHI is now in a position to update or change information centrally to push new arrivals or change or remove any content on all the portals.



- The central portal, which can be used for branding, now was available with 'Locate Store' functionality to find a nearest authorized retailer.
- This solution also comes with an E-Commerce cart, powered with SSL security, which enhances the use of new ways of conducting your business and at the same time present's unique opportunities to those who are willing to adapt to these changes.
- This solution is mobile ready and works on multiple smart-phone platforms including Apple i-Phones, Google Android, BlackBerry, Windows Mobile and Symbian.

## **Technology Benefits**

- Rapid and efficient additions to more store fronts.
- Excellent ability to centrally manage the product database and feed multiple retailers with the same data.

With unlimited customization capabilities, simplified content management system and a fully integrated backend infrastructure, ASHI has been successful in establishing online presence through their retailers.

Avalon has provided solutions to ASHI and they learnt about consumer needs and apart from which, they have also established better interaction with their retailers too.