



# E-COMMERCE WEBSITE FOR EUROPE BASED ORGAISATION IN RETAIL GROCERY BUSINESS

A Europe based retail Grocery Company that decided to incorporate E-commerce in their business, connected with **COOHO Branding Company** to develop this platform for them. Our team at COOHO Branding worked efficiently on the projects to deliver the following benefits to the client-

**EASY MARKET REACH THROUGH ONLINE CHANNEL** - A customer is just required to create an account with the business's platform and access all the services and products offered by the company.

**LOW COST** - E-commerce does incur low set-up fees, a company needs to create a realistic, attractive, reliable, and accessible site for its clients.

**CUSTOMER DATA-INSIGHTS** - Collect and analyze accurate data from their customers regarding their products.

**REACH NEW CUSTOMERS** - The Retail company was able to attract new customers in the close vicinity where it offered its services.

**CONTENT MARKETING APPROACH** - Online presence gives more room for a business to provide more data about their products directly to consumers.



## OUTCOME

As a result of using the website, its popularity grew by a high margin in the market. People who heard about it became potential buyers through the website; the potential buyers could make quick and easy orders as it offered them doorstep delivery at preferred time with competitive prices. The implementation of home delivery of the products boosted the growth of the company's sales by huge margins over a short period.