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Business Domain

Retail

Project Type

Web Development

Contemporary Design and Customization Doubled the Revenue of an Online Store Network

Client

The Client is Young Again Nutrients - an online retailer offering health products including life-extension supplements, herbs, and treatments.

Project

Website design, content reorganization, programming customizations of the RMTL (Yahoo-specific) templates, development and maintenance of online stores.

Objective

Young Again Nutrients aimed to customize the website, its design, and content to increase online sales.

Team Reinforcement

The Client chose Intetics as a partner with a solid portfolio of similar projects and extensive expertise. The Offshore Dedicated Team (ODT®) Model was used for this project development and implementation.

Challenge

The Young Again Nutrients online store is a part of the Yahoo! Store system for managing orders and inventory, processing transactions, and promoting business.

The Client wanted to create a new, contemporary design for the Young Again Website, reorganize its content, and make the necessary programming customizations for the RMTL (Yahoo-specific) templates.

To fulfill the objective and further scale, the Client lacked human resources with the relevant technical expertise.

Quick Facts

- ✓ 3+ years of continuous cooperation
- ✓ The revenue of the Young Again online store more than doubled
- ✓ The network opened 2 more online stores

Technologies

Yahoo! Store RTML / MySQL 3.2 / Linux Red Hat 9 / Perl / PHP / XML / Flash / osCommerce

Solution

★ 01

The Client's online store was redesigned for better user experience and customer service.

★ 02

The online store was perfected, the purchasing process was streamlined by customizing a number of the Yahoo! Store system modules.

★ 03

ODT® developed a new website targeted at European customers, as well as a prescription drugs service website and weight management online store.

★ 04

ODT® integrated a Wellness Test to help Young Again customers and visitors uncover their potential health problems.

★ 05

After project completion, the ODT® worked on further maintenance and development for the Client's online stores.



Client Reference



I've used Intetics for years, and they have always exceeded my expectations. Great creative designers and responsive to every request, and their rates are more than reasonable. Intetics Co. has exceeded my expectations. I give them a Five Star recommendation!

John Livingston, CEO of Young Again Nutrients

Benefits and Results

- ★ The ODT® redesigned the Client's website, which resulted in an improved user-experience. 2 more online stores were launched during the 3 years of cooperation.
- ★ On a regular basis, ODT® processes and synchronizes data from different stores, performs SEO and submission, and provides various maintenance and support services.
- ★ As a result of website customization and marketing activities, the Client's revenue more than doubled.
- ★ The Client was highly impressed with the work of the ODT® and requested further development and maintenance for the network's online stores.