



## Ferns 'n' Petals



## SOLUTION OVERVIEW

### Customer Profile

Ferns 'n' Petals is the country's only branded chain of retail flower shops and offers flowers for all occasions from floral décor for weddings/parties/ events to fresh flowers for office/ corporate houses.

### Business Situation

The business requirement was to introduce, showcase and project to the audience the beauty, variety and reach of floral packages.

### Solution

FNP, as it is referred to, needed a boutique full of customized solutions.

### Benefits

- Aesthetically designed it is one of the most beautiful Websites.
- Features advice on products, price negotiations, orders, dispatch, accounts and queries.
- One-stop window for all trade info regarding working in INDIA.
- Improved end-user experience
- Economical platform for bringing together the trade info of UN member countries.
- Enterprise-level performance for users spread across the globe.
- Facility to provide a common platform for users to register and initiate discussions.
- Ability to handle multiple users.
- Ability to handle high demand without sacrificing Quality.
- Business opportunities highlighted across demographical boundaries.

### Software and Services

#### Operating system

Microsoft® Windows 2000

#### Technology

ASP, HTML, SQL Server 2000.

#### Database

SQL Server 2000.

## Business scenario and requirements

FNP is a leading florist operating across the globe. It started its operations in India and later spread to other parts of the world. Today, the company has a Large client base that covers corporate clients, as well as individual buyers, and an effective Web presence was, therefore, required for successful business growth. The site not only facilitates an efficient delivery model across the globe but is also of major benefit since it features company news and the latest advancements within the organization.

## Solutions: Website Features

- Registration and Login
- Registered Buyers of Flowers and Gift Functionality
- Keyword Search
- Order Tracking
- Events and Press Releases
- Newsletter
- Frequent Homepage Updating
- Order Tracking by HT Banners
- Customers, who bought this, also bought this
- View product similar to the one which you are buying
- Events Reminder Module
- Product Catalogue Management
- Product Customization
- Shopping Cart E-Commerce
- Payment Gateway Integration

## Backend

### Frequent Home Page Updating Module

The home page of the Ferns 'N' Petals site is frequently changed in terms of look and feel. As the home page changes from time to time, the administrator controls the function and uploads a specific portion of the page from the admin control panel. The portion marked in colour will load the designed HTML page loaded by the admin as shown in the picture.

### Administrator Function

Will be able to add/modify/delete/View new home pages in the dynamic region as shown in the image.

### Product Catalogue Management

Site administrator can frequently add/modify/delete products and gifts listed or due to be listed. Site administrator would have a back end administrative control panel from where he would add/modify/delete card listings from time to time.

There will be a product catalogue management option, enabling the site admin to update products from time to time. A brief functionality of the product catalogue management module is stated below:

### Administrator Function

#### Category Management

**1. Main Category Management:** There can be more than one static main category and these main categories can be managed from the admin interface under the following heads:

➤ **Add/modify/delete list of Main Categories:** Administrator will be able to manage the list of all main categories.

## 2. Sub-Category Management

- **Add/modify/delete list of categories:** Administrator will be able to manage the list of all categories under a selected main category.
- **Add/modify/delete list of Sub-Categories:** Administrator will be able to manage the list of all sub-categories under a selected category.

### Product Management

- **Add/modify/delete list of Products/Gifts:** Administrator will be able to manage list of all gifts and products along with their prices under a selected sub category. (Image uploading facility will be given).

### User Function

- View Catalogue
- Search for products by using search criteria/keywords
- Select and view product details.
- Send an enquiry (selection, place order)

There will be an option for site users to select products and gifts according to specified price range. For example, if a user clicks to find out the range of bouquets below Rs. 500, he/she will be taken to the page showcasing gifts within that price range.

If a user decides to opt for a bouquet worth Rs 450, a pop-up will open featuring product description and a magnified image.

This interactive feature provides visitors with the latest site information. The main categories of news or news headlines will be displayed on the news main page. Depending upon specific interest, the user may select a particular category to view complete details.

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#### Olive e-Business Pvt Ltd

|   |   |   |
|---|---|---|
| B-1/H-2, Mohan Co-operative, Mathura Road, New Delhi - 44 India | : | 264, North Road, Gabalfa, Cardiff, CF14 3BL, United Kingdom |
| Phone: +91 11 2699 1100 Fax: +91 11 2699 1110                   | : | Phone: +44 29 20626211 Fax: +44 29 20624111                 |
| E-mail: info@oliveglobal.com                                    | : | E-mail: uk@oliveglobal.com                                  |

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