

# Magento E-commerce Transformation for the Floral Industry

The engagement involved converting a static web presence into a high-conversion Magento marketplace with integrated payment gateways and social media connectivity.

## Overview

QBurst migrated the client from a non-intuitive static site to a full-featured Magento e-commerce platform, integrating a secure HSBC payment gateway via the Bank of Maldives. This transformation streamlined the ordering process and introduced modern retail features like reward programs and advanced product search.

- Expanded market reach throughout the Maldives and overseas through new social media channels and global payment support.
- Enhanced customer loyalty by implementing discount coupons, reward points, and a simplified registration process.



## Client Profile

Based in the Maldives, the client is an international floral specialist providing premium bouquets and exotic plants for weddings, banquets, and corporate events. They cater to a diverse demographic, ranging from local residents to international tourists and event planners seeking high-end gifting solutions.

## Challenges: Overcoming Static Limitations

The lack of a functional online store was preventing the client from capturing international sales and remaining competitive in a digital-first market.

- The original static website offered no way for users to place orders directly, making the path to purchase manual and cumbersome.
- Lack of product categorization made it difficult for customers to navigate the catalog or find specific arrangements for different occasions.

- The absence of a promotional engine meant the client could not leverage discounts, coupons, or loyalty rewards to drive repeat business.
- Zero social media presence limited the brand's visibility and prevented engagement with a younger, tech-savvy audience.
- International transactions were a major friction point without a secure, integrated payment gateway.

## QBurst Solution: Feature-Rich Magento Marketplace

We engineered a comprehensive e-commerce ecosystem using Magento, providing a scalable architecture that supports complex product variations and international commerce.

- **Financial Integration:** Seamlessly integrated the Bank of Maldives (HSBC) payment gateway using custom API development to facilitate secure, real-time global transactions.
- **Advanced Search & Discovery:** Implemented a tag cloud and an advanced search engine allowing users to filter by product name, price, and description for faster discovery.
- **Promotion & Loyalty Engine:** Built-in modules for coupons and discounts were integrated, featuring automatic price adjustments during checkout. We also deployed a point redemption extension for a custom rewards program.
- **User-Centric Features:** Introduced "Wish List" functionality and product comparison tools, enabling users to curate and evaluate floral arrangements before purchase.
- **Social Commerce Integration:** Leveraged the Facebook Connect API and third-party modules to sync the storefront with Facebook, Twitter, and Blogger, allowing for cross-platform marketing.

## Technical Highlights

The solution utilized the robust Magento framework to deliver a secure, high-performance shopping experience tailored to the aesthetics of the floral industry.

- **Magento Core Modules:** Utilized native catalog management, order tracking, and shopping cart modules for stability and reliability.
- **Custom API Development:** Facilitated the bridge between the custom HSBC gateway and the Magento checkout flow.
- **Optimized Tech Stack:** Developed on Apache Web Server with PHP and MySQL, ensuring fast page loads and secure data handling.
- **Responsive Frontend:** Used HTML/CSS and JavaScript to create an intuitive, mobile-friendly interface for on-the-go gift shopping.

## Impact

- **Market Leader Status:** The new platform quickly became one of the most popular online destinations for floral purchases in the Maldives.
- **Operational Modernization:** Streamlined the entire order-to-delivery lifecycle, reducing manual administrative work and increasing order accuracy.
- **Global Reach:** Enabled overseas customers to purchase gifts easily, significantly increasing international revenue.
- **Social Presence:** The integration with social networks created a new stream of organic traffic and fostered a community around the brand's exotic floral designs.