CASE STUDY:

VENDOR E-MARKETPLACE

indieMe

SMITH CONSULTING

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ABOUT THE CLIENT: INDIEME

IndieMe™ is the premier online marketplace for retailers to source over 1,000 juried American and Canadian wholesale artists featuring jewelry, gifts, fashion accessories, home decor, garden accessories and more, in a variety of price points and styles. Enrollment is free for retailers. Artists pay a service fee and are eligible for many marketing opportunities including IndieMe™’s quarterly printed Buyer’s Guide catalog, and co-op advertising in top trade publications. Commissions are not charged on sales.

CHANGE IS IN THE AIR

E-COMMERCE VENDOR MARKETPLACE OBJECTIVES:

- Mobile Responsive Vendor Marketplace with Unlimited Vendors and Customers
- Vendors can independently manage their own stores (Products, images, inventory, orders payments, shipping, etc.)
- Drag and Drop functionality for products and images at the vendor level
- Integrated invoicing and billing system where each vendor is billed independently
- Customizable product listing, details, and checkout pages to match existing vision and create uniform vendor stores
- Vendors and customers have separate dashboards to manage their accounts
E-COMMERCE VENDOR MARKETPLACE: THE SOLUTION

At Smith Consulting, our specialty is eCommerce development. We have had commercial eCommerce software solutions available for sale since 2005.

For this project, we were able to leverage our existing software library and utilize the latest technologies to implement this solution. We made customizations specific to the client’s requirements, saving them time and money.

We built a fully functional, searchable vendor marketplace that vendors and customers can both use. Fully responsive, with a fully integrated billing system. Check it out for yourself: indieme.com

SHOPPING CART
Order direct from the artist, leave notes to artist on specific products and view real time shipping rates during checkout. Manage multiple wish lists and view your past orders quickly in vendor’s mini carts.

ORDER MANAGEMENT
View all your orders, both open and shipped and quickly view status updates. Securely pay open invoices, print invoices and manage all your orders, your wallet and your address book quickly and efficiently.

NETWORK & GROW
Follow your favorite artists, manage your wholesale show plans and network with peers using our online discussion boards. Manage your own Buyer Profile and and upload images of your store.

- Powerful, intuitive search capabilities
- Fully PCI compliant checkout
- View recent orders and past orders
- View tracking details
- Move wish list items to shopping cart
- Easily add items to your shopping cart or the wishlist
- Copy products from your wish list to your cart
- Leave notes to the artist on individual products
- View artist consignment terms, drop ship terms and customization terms
- During checkout leave a special note to the artist
- View your mini cart on your buyer home page; quickly see all your open carts and the artists you are following
- Easily view all our printed catalogs with our online gallery
Building a brand new marketplace from the bottom up was a challenging prospect for our small company. Working with Smith Consulting made this project manageable and ultimately more profitable. Smith Consulting took the time to listen to our needs and our wants, took the time needed to learn about our company and our business model, and helped us achieve what we thought was nearly impossible.

Dave and his team provided much needed experience, knowledge and compassion to help us build more than we originally imagined. They took the time needed to train my staff and help us in turn educate our members. Now that the Marketplace is built and fully functioning Dave and his team continue to support and enhance the IndieMe Marketplace with new features always considering the needs of the company and our member base.

We never could have done this without them!

Jacqueline Adamany, Vice President, IndieMe, Inc.