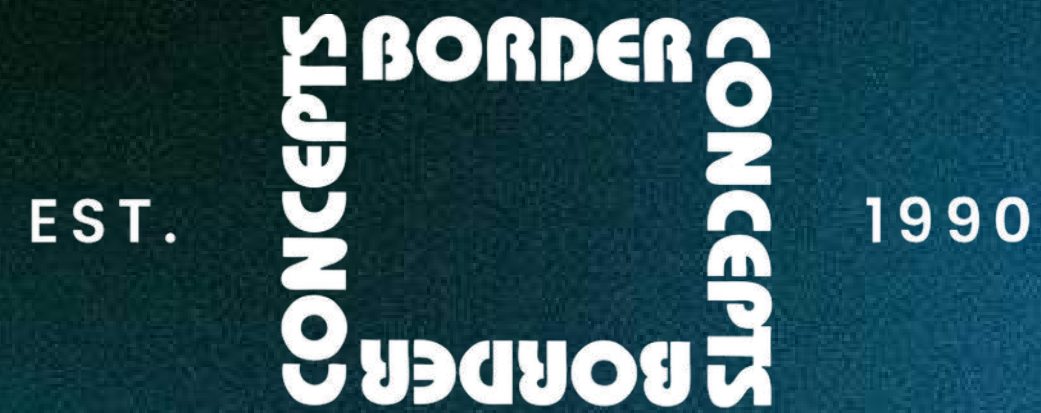


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BORDER CONCEPTS, INC.

Moulding Digital Presence for Handcrafted Pottery

*Empowering Border Concepts to deliver
unparalleled quality and efficiency with
manufacturing solutions.*



Client



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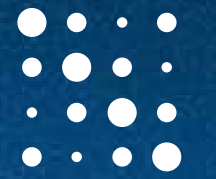
Border Concepts, Inc. (BCI), a popular manufacturer of landscape and garden products, is known for its diverse product offerings, including pottery collections. BCI's commitment to high-quality, custom-designed products demands a manufacturing backbone as innovative as their creations.



BORDER CONCEPTS, INC.



Challenges



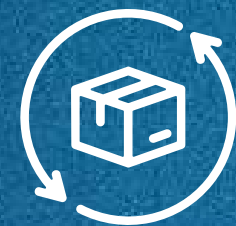
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As a manufacturer relying on traditional methods, BCI faced several challenges in optimizing its distribution and reaching a broader customer base:



Limited Market Reach

Relying solely on traditional sales channels restricted BCI's ability to efficiently reach its end customers.



Inefficient Order Processing

Manual order management for a diverse pottery catalog led to increased operational costs.



Lack of Product Showcase

Effectively displaying and categorizing a wide array of pottery was challenging.



Data Management & Scalability

Managing product information for a growing pottery business required a scalable solution.



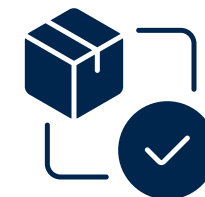
Navsoft's Solution

Navsoft developed an attractive and intuitive eCommerce platform to establish a scalable online presence for BCI's pottery collection:



Intuitive Product Catalog Management

Effectively categorize and display diverse pottery, allowing for easy search.



Streamlined Order-to-Fulfillment Process

Integrated functionalities for efficient order placement, processing, and tracking.



Scalable Architecture

The underlying architecture was built to be scalable to accommodate BCI's growing product catalog.

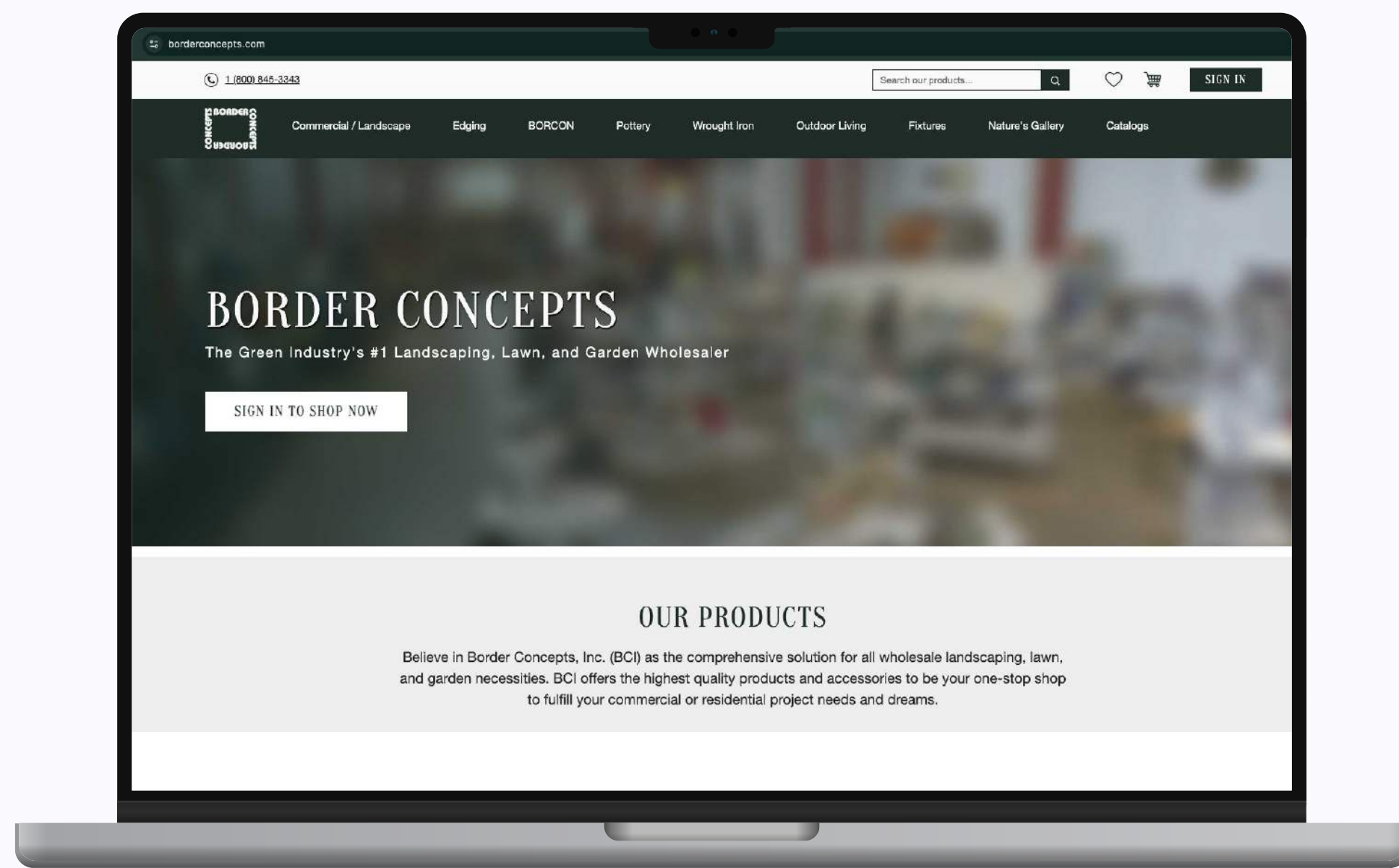


User-Centric Design

Intuitive and visually appealing design, ensuring a smooth and engaging journey for purchasing pottery.



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Key Results

Navsoft's development of the eCommerce platform delivered significant and transformative results for Border Concepts, establishing it as a leading manufacturer of pottery products:

- | Expanded Market Reach
- | Enhanced Product Discoverability
- | Streamlined Retail Sales Cycle
- | Improved Customer Experience
- | Increased Operational Efficiency

Priyanka Rungta

Director

priyanka@navsoft.in

Sandeep Palod

President

sandeep@navsoft.in

Ready to Achieve Similar Results?

Let's discuss how Navsoft can address your unique challenges and goals.

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