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EST. 1990

BORDER CONCEPTS, INC.

Potting Up Profits & Boosting Market Reach With Retail Solutions

Empowering Border Concepts to expand its retail footprint while delivering an unparalleled online shopping journey for its unique pottery collections.



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.



Challenges

BCI faced several critical challenges in optimizing its retail 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.



Lack of Product Showcase

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



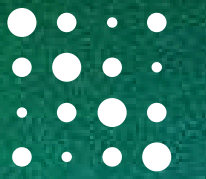
Inefficient Order Processing

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

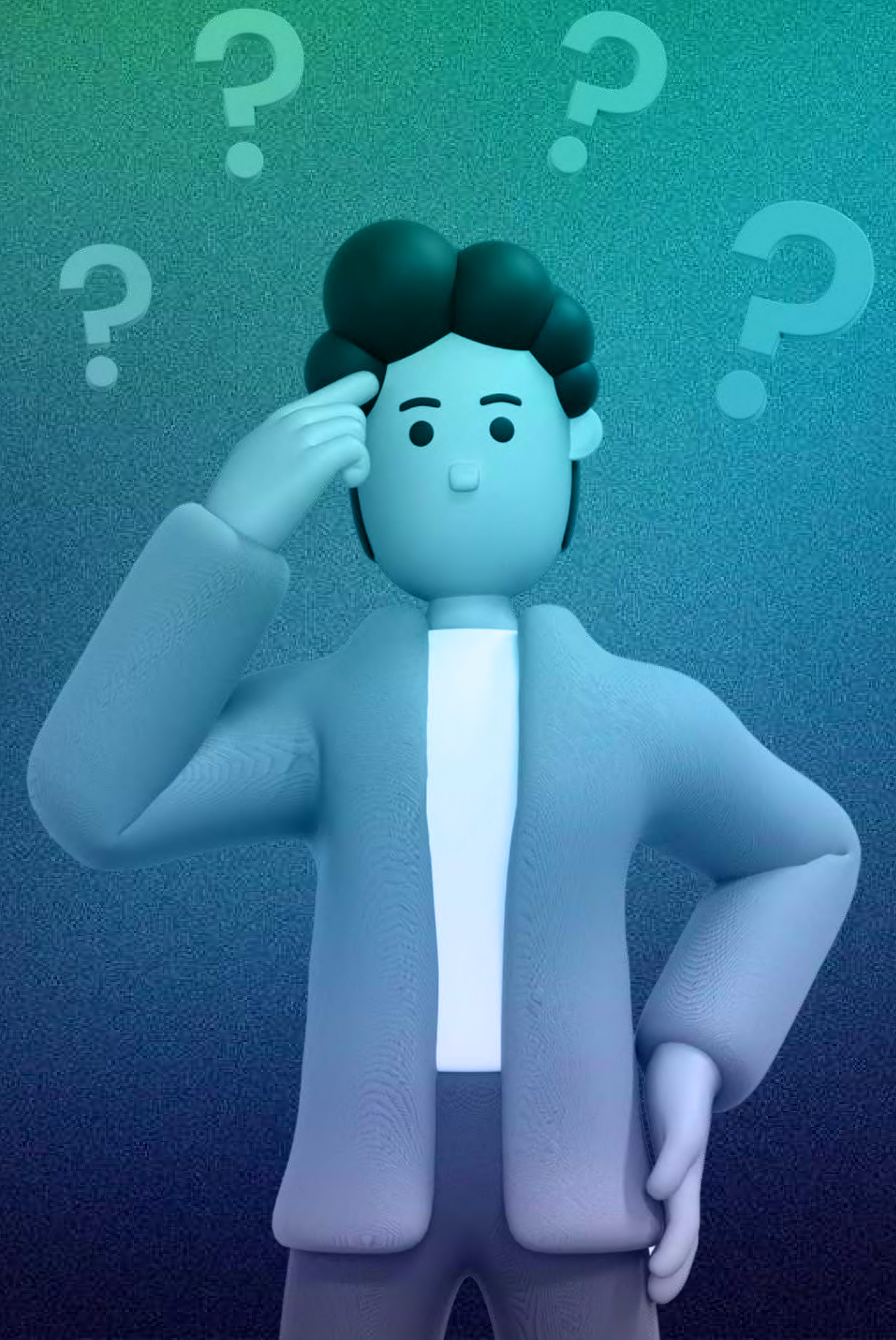


Data Management & Scalability

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



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Navsoft's Solution

Navsoft developed an attractive and intuitive eCommerce solution to establish a scalable online retail presence:



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:

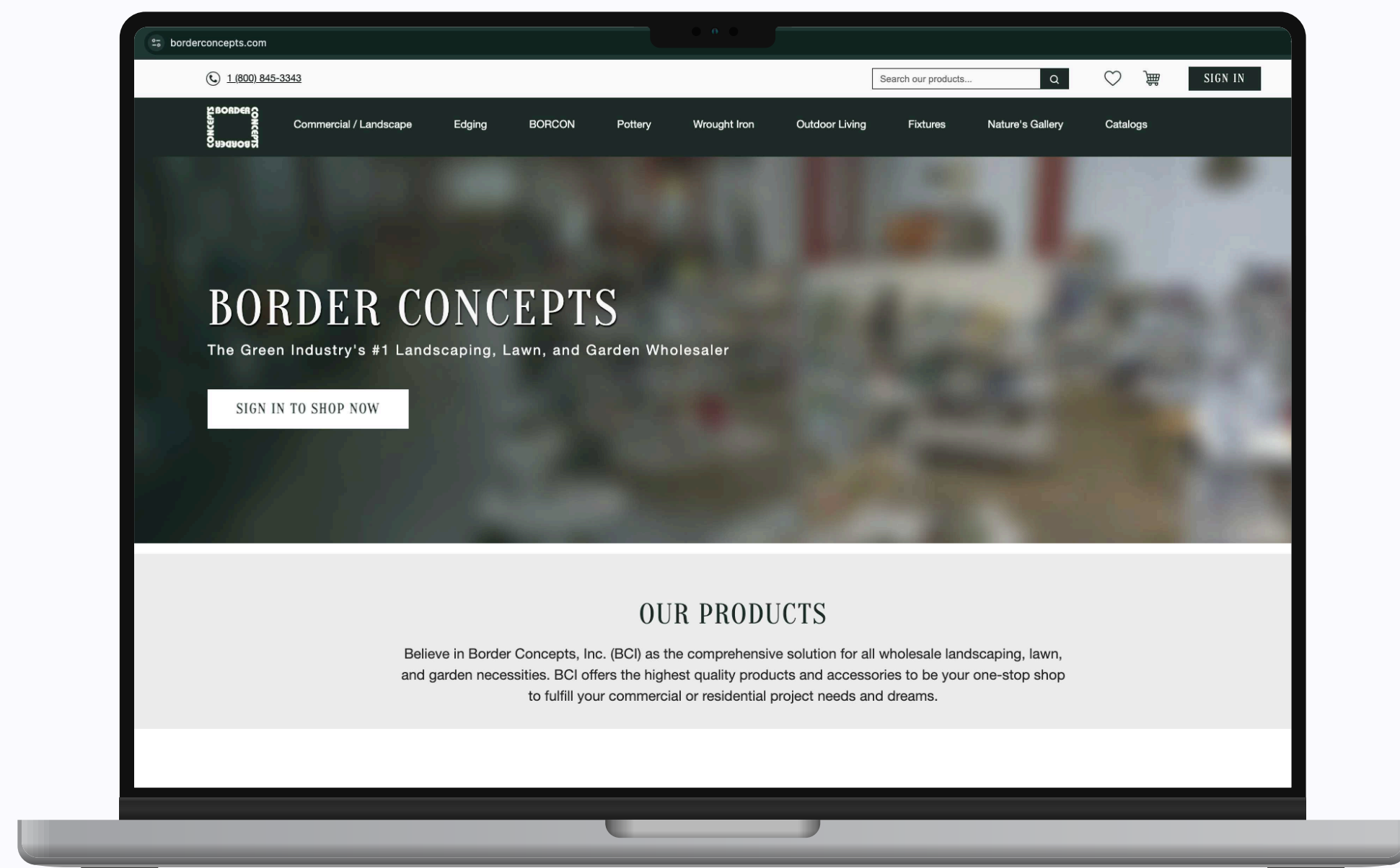
| Expanded Market Reach

| Enhanced Product Discoverability

| Streamlined Retail Sales Cycle

| Improved Customer Experience

| Increased Operational Efficiency



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Ready to Achieve Similar Results?

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

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