



Over 137% Sales Surge and Market Expansion with an E-commerce Website for Multi-Level Marketing

Client Background

Our client connects local distributors to promote and sell various Balsamic vinegar products through the concept of multi-level marketing. Through this approach, distributors get the opportunity to build their teams and earn commissions based on the sales generated by their downline.

Business Challenges

The traditional approach of doing business with the vast network of distributors posed significant challenges for our client. As a result, they struggled to effectively manage the various aspects of the distribution process such as sales tracking, payment collection, commission calculation, bonus allocation, customized deals, and discounts as per distributors' performance.

Solution

Softude developed an eCommerce website on the concept of multilevel marketing. It incorporates an individual store for each distributor categorized into six defined levels.

This structure allows distributors from different areas to effectively market and sell products to their customers. To ensure smooth financial transactions, we have implemented a seamless payment system. On every purchase from the subdomains associated with each distributor, the amount is directly deposited into a corporate account.

For a seamless commission distribution process, we implemented pre-established mathematical calculations at the website's backend. As a result, it automatically calculates and tracks the amount to be paid to each distributor and their corresponding chain of distributors.

Security and scalability were the key considerations during the development process, ensuring that the website could easily handle the growing number of distributors and customers.

Another notable feature of this eCommerce website was the level-based performance monitoring. As a result, our clients and distributors at higher levels can easily view the performance and details of distributors beneath them.

Additionally, there is a dashboard for insights on the total number of products sold, sales generated, and commission earned by each distributor.

Key Features of the eCommerce Platform

- Multilevel store management
- Pay-out management including levels, commission structure, bonus allocation, and payment status
- Exclusive deals management
- Analytics and reports such as sales performance, downline analysis, etc.
- Catalogue and recipe management

Solution Impact

- Over 50 subdomains to strategically capture a wider market
- 137% increase in overall sales
- 100% visibility on distributor network and their performance
- Performance-based customized offers and discounts to the distributors

About Us

Incorporated in 2005, Softude is a global IT consulting and services company with expertise in architecting digital transformation solutions and providing software product engineering services. We are dedicated to creating innovative and interactive digital experiences that connect people to the brand. These software solutions that are used across 32+ countries are engaging audiences in-venue, on the web, and personal mobile devices. Our highly competent and trusted team delivers digital brilliance that accelerates our client's digital-first journey.

Softude is a CMMI Level 5 appraised, ISO 27001:2013, ISO 9000:2015, and a Great Place to Work For certified company.

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