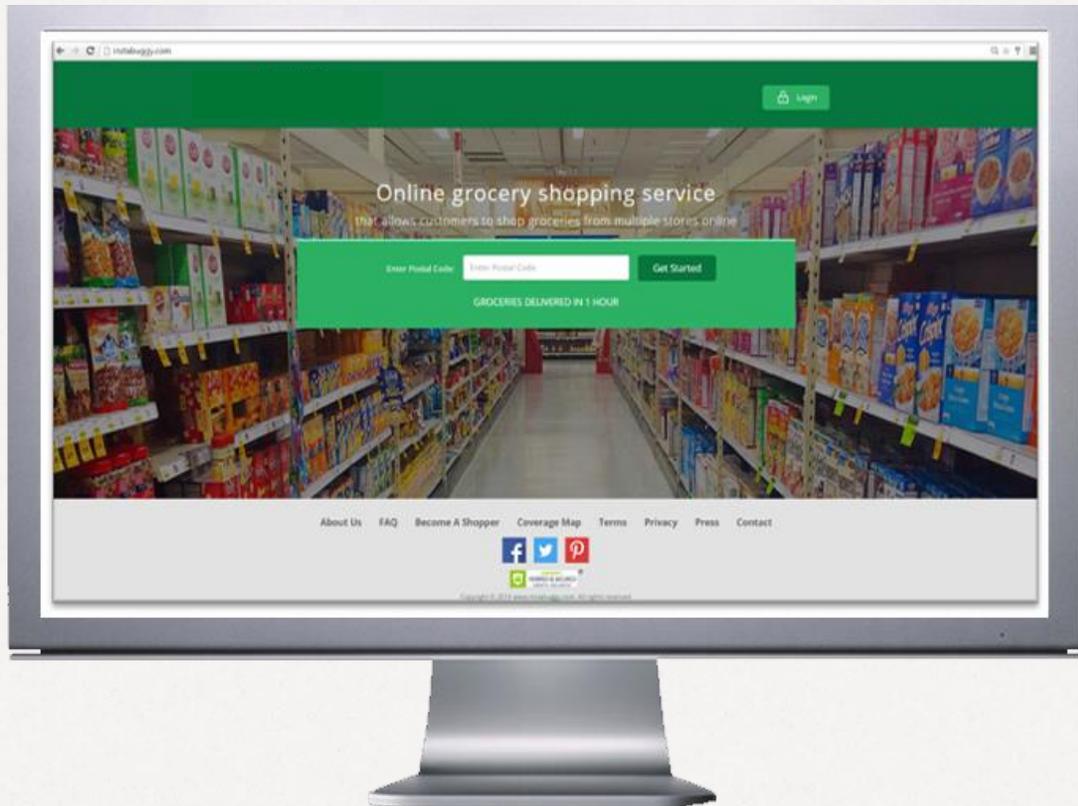


Intelelex

Perfection in Simplicity

CASE STUDY
InTheBag – Custom Grocery
Marketplace



Industry:

Online grocery retail & delivery

Technologies and Standards:

Programming languages: PHP 5.2, JavaScript, CSS 2/3

Databases: MySQL 5.x

Third-party libraries: jQuery, jQueryUI, Google Maps API, Google Geocoder API

Payment system: Moneris

E-commerce CMS platform: Intelex CMS

CHALLENGE:

The primary goal of this project was to provide a **stable high load online grocery marketplace with custom functionality.**

One of the challenges of this project was that the client had no product data in web format for the thousands of items they wanted to offer online for sales.

Our team encountered with nontrivial problems – missing XML files with products data, unable CSV and XML import to the system, specific products delivery logic, product replacements available after order placed etc.

SOLUTION OVERVIEW

- Intellex team built a custom B-2-C marketplace with various features that provide the ability to place an order for grocery items, with full control over the shipping features.
- InTheBag marketplace is created for an unlimited number of shops and is scalable, despite whether you have one shop or hundred.
- Thousands of products have been organized and put online for purchasing using proprietary systems developed by Intellex.
- The marketplace was built using latest version of Intellex CMS with additional features built in, including a custom shipping matrix, warehouse picking and shipping management, and reliably secured checkout method.
- At the output we received InTheBag – an online grocery chain portal without owning a single grocery store, using the existing network of grocery stores to effectively warehouse inventory. InTheBag focuses on perfecting the online grocery model to become the last-mile delivery service with the best customer service experience.

SERVICE BEST FEATURES:

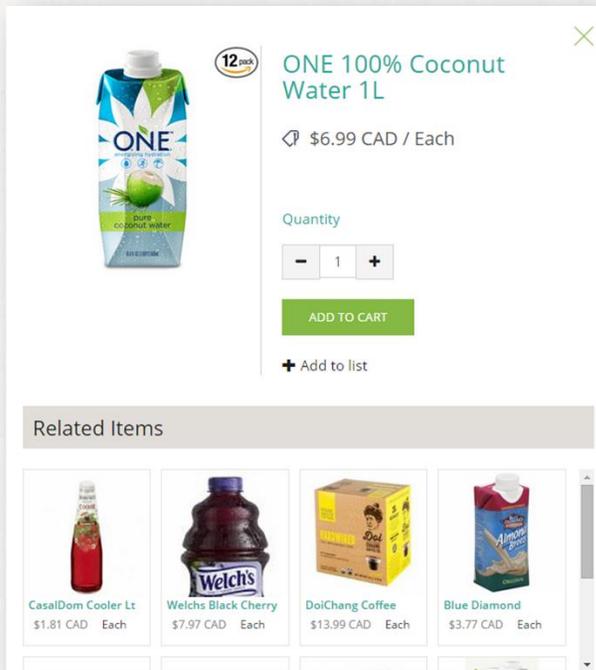
- The marketplace contains a **back-end administration and order management system**. This enables the staff at InTheBag to easily manage orders, products, as well as generating reports, sales receipts and the processing of payments.

E-Mail Address: alex2@intelex.ca
 Shipping Method: Delivery
 Payment Method: PreAuthorization

#	Store	Delivery time	Category	#	Product Code	Product(s)	Note	Qty.	Units	Price	Total
1.	Urban Fare	2015-07-28 09:00:00	Cream	1.	069000202616	Diet Pepsi Sugar Free		3	Each	\$2.62 CAD	\$7.86 CAD
			Soup, Broth & Bouillon	2.	063211005523	Campbell's Chunky Chicken Noodle		2	Each	\$3.60 CAD	\$7.20 CAD
			Juice & Nectars	3.	065912581214	Real Lemon Juice		1	Each	\$2.79 CAD	\$2.79 CAD
			Soft Drinks	4.	067000104022	COCA-COLA		2	Each	\$1.40 CAD	\$2.80 CAD
			Breakfast Bars & Pastries	5.	064100204029	Nutri Grain - Strawberry Cereal Bars		2	Each	\$4.17 CAD	\$8.34 CAD
			Frozen Meals	6.	068400032632	Lipton Noodle Chicken Noodle Light		2	Each	\$3.72 CAD	\$7.44 CAD
				7.	062600060259	Aveeno Daily Moisturizing Lotion		2	Each	\$65.96 CAD	\$131.92 CAD
				8.	065656201508	Vaseline White Petroleum Jelly		3	Each	\$17.50 CAD	\$52.50 CAD
			Baby Bath & Body Care	9.	062600160430	3&3 BABY BUBBLE BATH & WASH		2	Each	\$29.04 CAD	\$58.08 CAD
				10.	381370032113	Johnson's Baby Bedtime Bath		1	Each	\$32.08 CAD	\$32.08 CAD
				11.	037000282408	Pampers Baby Fresh Wipes Tub		2	Each	\$23.21 CAD	\$46.42 CAD
			Diapers & Wipes	12.	036000325195	Goodnites Bed Mats Disposable		2	Each	\$72.94 CAD	\$145.88 CAD
			Some thing's store 2"	13.		TEST123456		1	Each	\$1.00 CAD	\$1.00 CAD
2.	TEST	2015-07-28 09:00:00	Cleaning Products	1.	062913033124	Fantastik 650ml Original All Purpose Cleaner Disinfectant		2	Each	\$5.42 CAD	\$10.84 CAD
			Dish Detergents	2.	067238212292	Vim Cream (lemon Scent)		2	Each	\$4.05 CAD	\$8.10 CAD
				3.	058000307339	Assouplisseur Liquide		2	Each	\$6.96 CAD	\$13.92 CAD
			Laundry	4.	037000802525	Bounce Free & Gentle Fabric Softener Sheets		2	Each	\$9.76 CAD	\$19.52 CAD
			Trash Bags & Liners	5.	062400011260	Ban		2	Each	\$4.89 CAD	\$9.78 CAD
			More Household	6.	047400315358	Gillette Simpy Venus Disposable Razors		2	Each	\$9.79 CAD	\$19.58 CAD
										Product Total:	\$596.05 CAD
										HST:	\$72.04 CAD
										Shipping:	\$0.00 CAD
										Total: \$668.09 CAD	

Order History: July 28, 2015 07:15:10 received
 August 18, 2015 08:10:43 processing Packer #59 @ Urban Fare

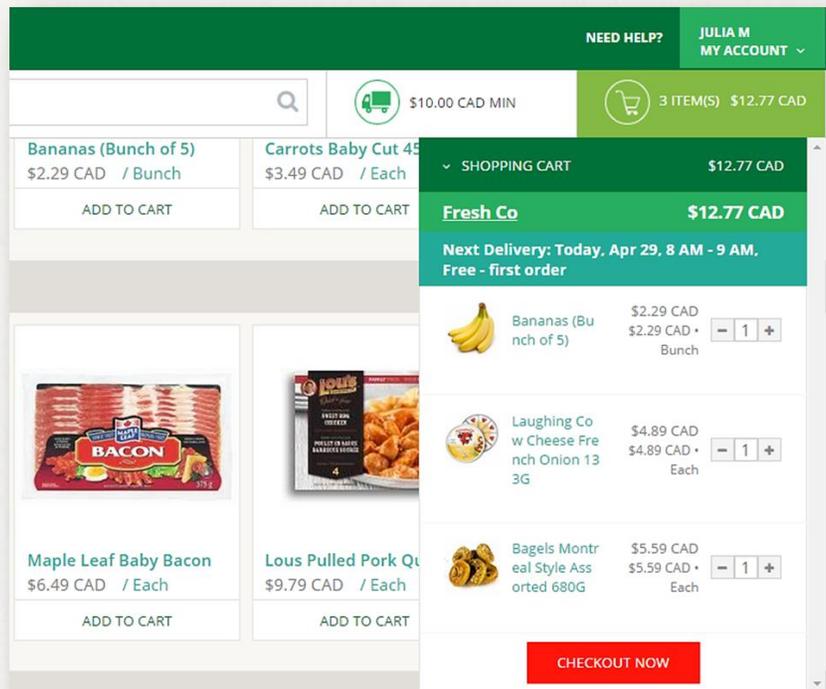
InTheBag Marketplace Case Study



- **Restricted** customer's access to InstaBuggy services before signing up.
- The administrative part contains a **catalog of standard products** from categories that **can be imported into a new shop with a single click**.
- Group actions for products of each store is available - **mass product editing mode in a grid mode, the extra charge for all products (mark-up), tax (HST) for categories and subcategories**.
- Order History in the admin part is grouped not only by stores but also by product categories, that would quickly focus on the composition of the order.
- **Each order change story is recorded** (such as receiving an order, the

packaging process at each of the stores, start and complete delivery of the order).

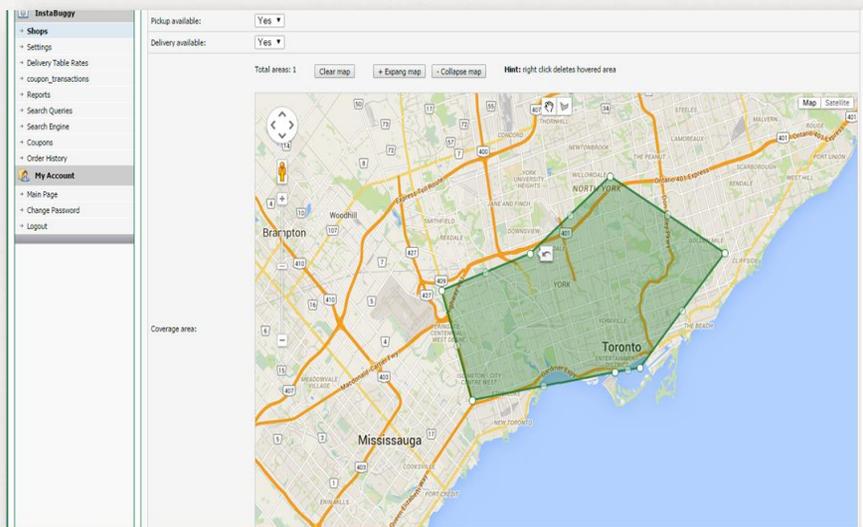
- At the **product popup window** there is displayed product image, name, price, details, and related items. All this information is downloaded using API functionality from the store website, or added manually from the InstaBuggy backend. The products can be added to shopping cart by quantity and by weight.
- **Each product can be purchased both ways** - as a unit and by weight and, moreover, a special price can be assigned for both unit price and for the price by weight.
- **Extremely flexible Search option** - it understands the singular and plural, ranking is carrying out by relevancy - this means that products with the best coincidence are showing in the highest rank. This search is a kind of Google in local format. For example, if you search for



InTheBag Marketplace Case Study

spicy - first results will be Asian Foods category. Who will know about spicy food better than Asians?

- **Shopping cart is displayed as popup window** on the same page where customer clicks on shopping cart icon. All the goods in the shopping cart are sorted by store, which they have been ordered from. Service enables customer to setup substitution options for each product separately.
- On the checkout page there is **Credit Card payment form**, which needs to be filled for placing the order. Also there is a phone number field for **SMS reminder for user**, when order is packed out.
- **Each store can have its own minimum order price.** Delivery hours, time intervals and days can be changed flexibly at administrative part.
- **Every shopping mall from the InTheBag list has geolocation data.** Using the postal code of the customer, the system determines his geographical location in order to find the nearest stores to his location.



- Each store has a **flexible addition to geolocation coverage** - Google maps visual editor will literally draw unlimited coverage in any geometric shape.
- **Special bonus system – coupons:** each coupon can have its expiration

date, may be one-time coupon at all, or one-time for the buyer. It may contain the minimum required amount of the order, and various price discounts: interest, fixed amount, or free delivery. Additionally, there is a report on the used coupons in full details.

- There are **3 groups of staff:** Administration, Packers and Suppliers. Packers and Suppliers have a clear binding to the store.
- The **life cycle of an order** consists of the following steps:
 1. Order forming and creation by the client.
 2. Products assignment for replacement (if the original ordered products temporarily are out of stock)
 3. Notification of Administration and Packers about the date and composition of the order.
 4. Notification of Supplier about packaged orders, address and the date of delivery.

InTheBag Marketplace Case Study

5. Order shipping - final delivery of the order, or reassignment delivery date on the customer request, or incase of his absence in place of delivery, or cancellation of the order if the client was absent in place of delivery for the second time and setting up a penalty tax.
6. Order closure.

- Every courier has the backend access to InTheBag website. When courier delivers an order, he closes this order in the backend.
- **List of Recipes page** contains a list of recipes which administrator can add in the backend. On this page customer can find different recipes with image of dish, store name where customer can find all ingredients for this recipe, and dish name.

- Intellex CMS ensures the ability to add and edit content pages on the site - you can **edit page via user friendly html editor**, link page to existing page or category, or choose previous saved copy of page from the archive.
- Ability to **add different user groups with different access** to the website pages and modules.
- **Newsletter module** allows to create letter templates and send newsletters to subscribers by groups directly from the website, then view

Order	Products	Delivery date	Expiry date	
Order #1279	Products: 13, total Items: 25	2015-07-28 09:00:00	2015-07-31 07:21:48	Pack order
Order #1280	Products: 4, total Items: 4	2015-07-30 13:00:00	2015-08-02 11:29:44	Pack order
Order #1286	Products: 4, total Items: 4	2015-08-18 11:00:00	2015-08-21 08:42:35	Pack order
Order #1287	Products: 1, total Items: 1	2015-08-18 11:00:00	2015-08-21 08:47:39	Pack order
Order #1283	Products: 14, total Items: 14	2015-08-18 11:00:00	2015-08-21 08:38:30	Pack order
Order #1284	Products: 3, total Items: 3	2015-08-18 11:00:00	2015-08-21 08:40:25	Pack order
Order #1285	Products: 3, total Items: 3	2015-08-18 11:00:00	2015-08-21 08:41:36	Pack order
Order #1293	Products: 4, total Items: 4	2015-08-18 12:00:00	2015-08-21 09:37:22	Pack order
Order #1294	Products: 7, total Items: 8	2015-08-18 12:00:00	2015-08-21 09:51:28	Pack order
Order #1295	Products: 5, total Items: 5	2015-08-18 12:00:00	2015-08-21 10:10:04	Pack order

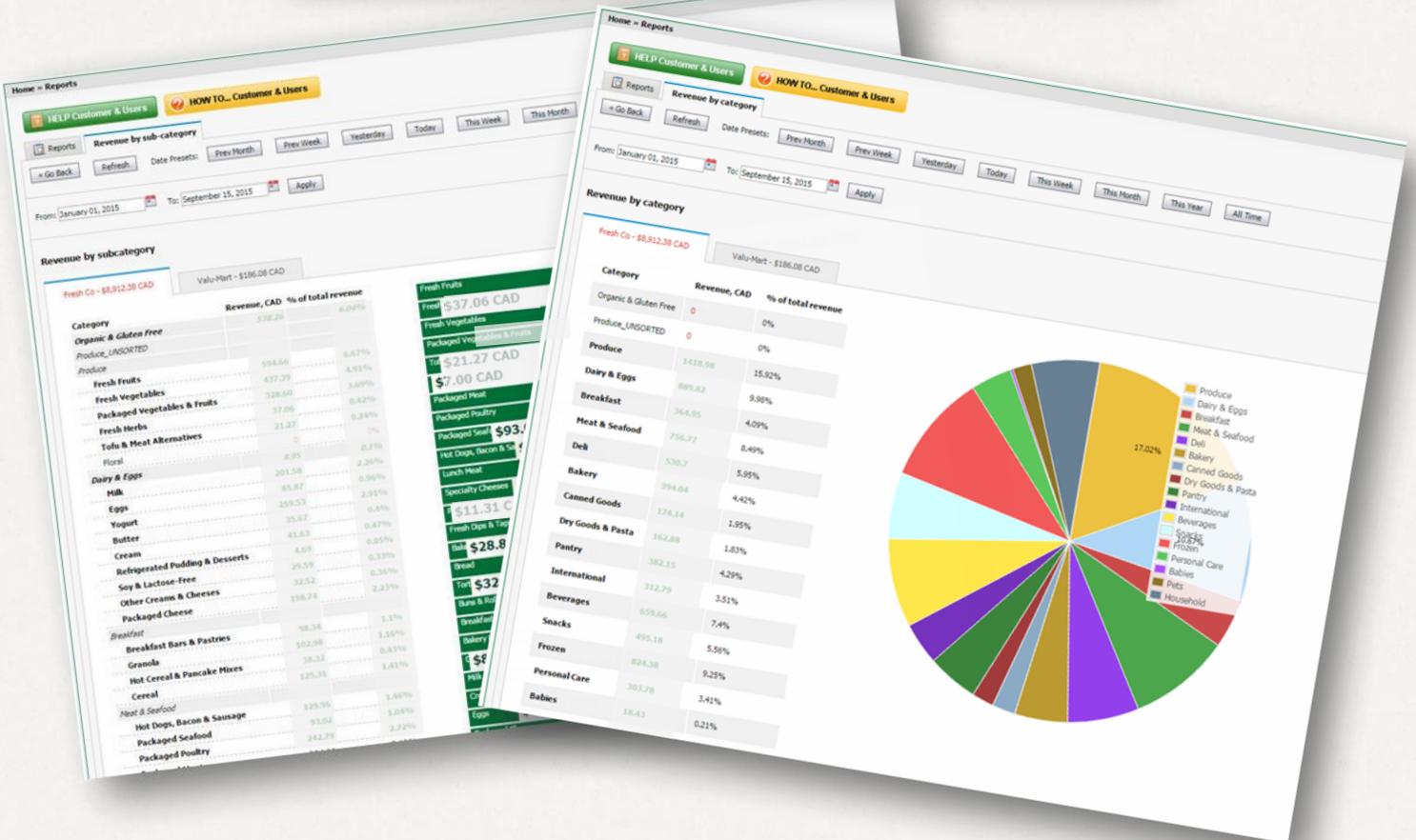
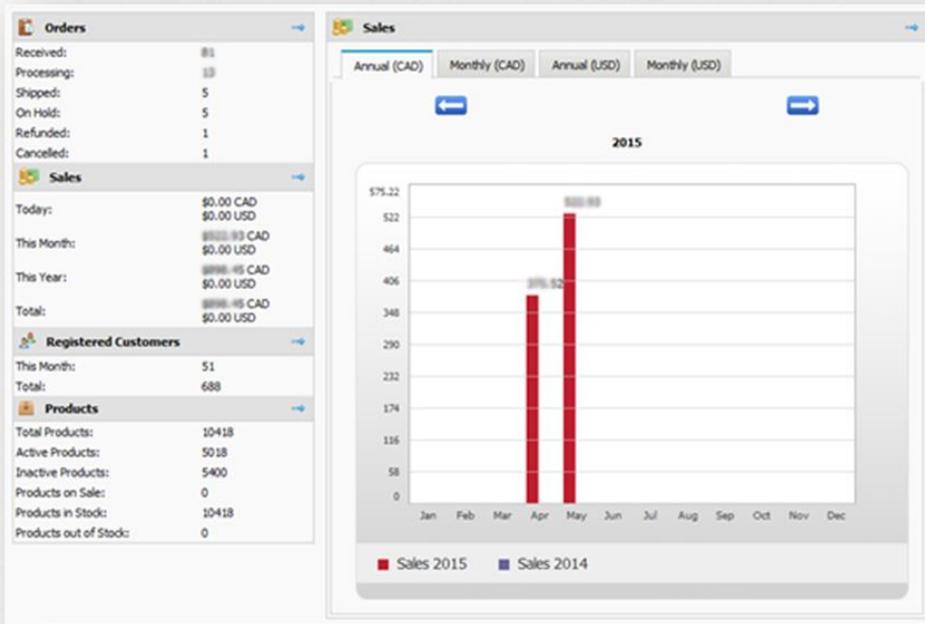
the statistics of mailing results.

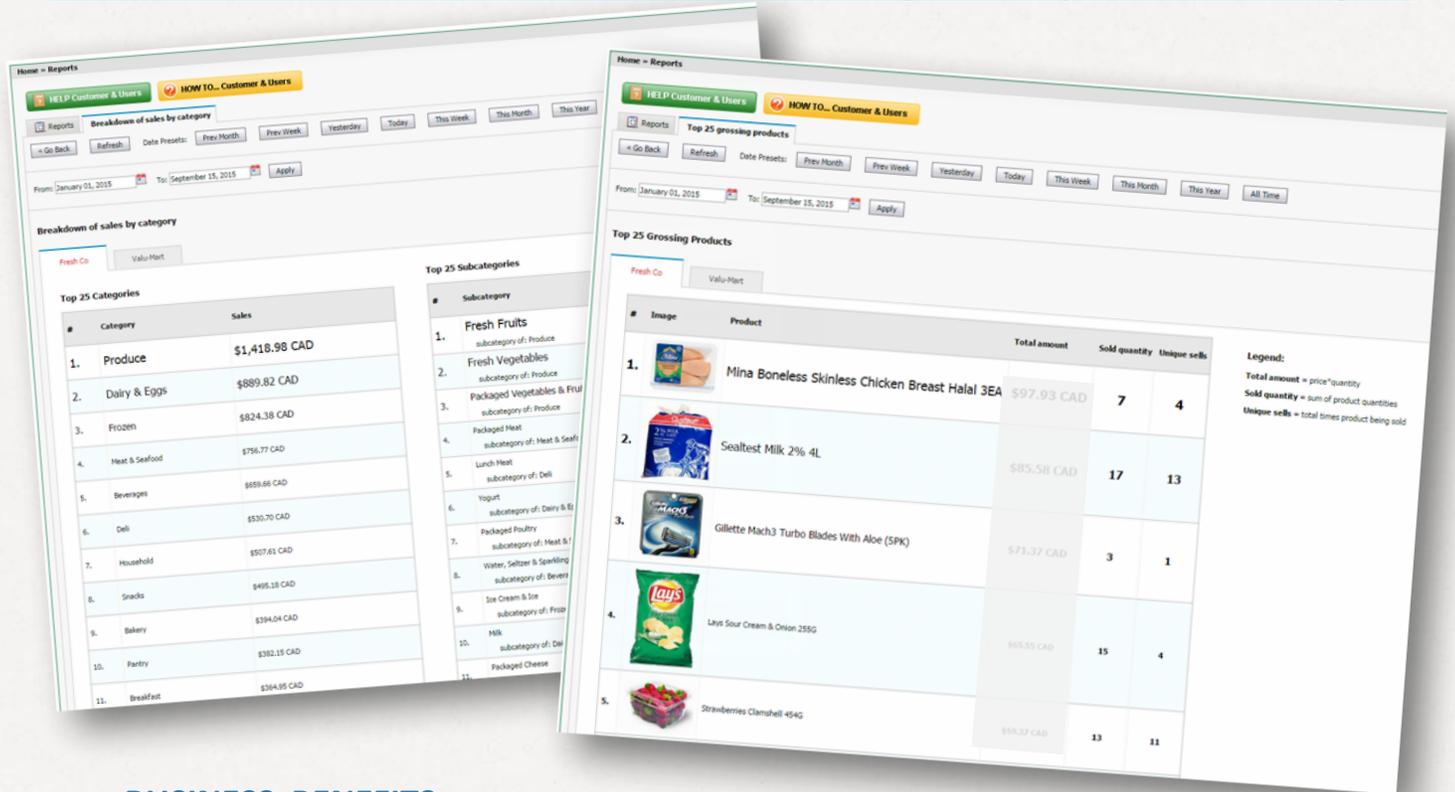
- **Standard and custom reports** show special analytical data for the website.
- **Delivery Table Rates Module** allows to setup prices for orders delivery.
- **Reports module** allows to view statistics: Average cart size, Repeat purchases / frequencies, Average purchasing distance from store, Average Order Values, Revenue by category and sub-category, Top 25 selling products, Top 25 grossing products etc.
- Ability to view **search query statistics**. When carrying out the search by the client his query is recorded and statistical lookup table is built, which shows what's now in trend.

All	Keyword	Total queries	Year	Month	Day	Action
1	milk	29	29	0	0	Enabled Edit Delete
2	milks	9	9	0	0	Enabled Edit Delete
3	milky	6	6	0	0	Enabled Edit Delete
4	spicy	5	5	0	0	Enabled Edit Delete
5	chocolate cookie	5	5	0	0	Enabled Edit Delete
6	spice	4	4	0	0	Enabled Edit Delete
7	assg	3	3	0	0	Enabled Edit Delete
8	spiced	1	1	0	0	Enabled Edit Delete
9	oldspiced	1	1	0	0	Enabled Edit Delete
10	deo	1	1	0	0	Enabled Edit Delete
11	water	1	1	0	0	Enabled Edit Delete
12	nutty	1	1	0	0	Enabled Edit Delete
13	nuts	1	1	0	0	Enabled Edit Delete
14	Almonds	1	1	0	0	Enabled Edit Delete
15	Almond	1	1	0	0	Enabled Edit Delete

InTheBag Marketplace Case Study

- Ability to explore Sales and Google Analytics.





BUSINESS BENEFITS:

- ✓ Increased visibility for grocery retail business.
- ✓ Increased number of potential customers.
- ✓ Lower marketing costs with better targeting.
- ✓ Successful products promotion, due to innovative merchandising and attractive visualized data on the website.
- ✓ Secure, reliable, and convenient customer accounts.
- ✓ Being open for business 24/7: with automated order and payment processing, sales can be made at any time, and customers can buy when it suits them.
- ✓ Improved customer profiling, with the opportunity to target products and services at specific groups based on buying data.
- ✓ Reliably secured checkout method – helps to satisfy customer’s needs and orders.
- ✓ Full control over the shipping features.
- ✓ Fast delivery of the customer’s orders due to a well-organized online store.
- ✓ Business analysis services and all required technical documentation.
- ✓ User-friendly interface which is available for a wide range of devices.

Intelex

Perfection in Simplicity

Contact Us:

4195 Dundas St West, Suite #306

Toronto, Ontario,

M8X 1Y4, CA

(416) 239-2022

Web & E-commerce Enquiries:

E-mail: admin@intelex.ca

www.intelex.ca