

Our partners are moving upwards with us...  
So start reading this Case Study from the bottom up

## Effects:

Launch of the FAKRO store under one consistent sales concept on six markets: Poland, Italy, Spain, Denmark, Germany, Austria

## What next?

This year we are planning to implement stores on further European markets. For us, development is the aim of all measures.



### Rafał Tarnowski

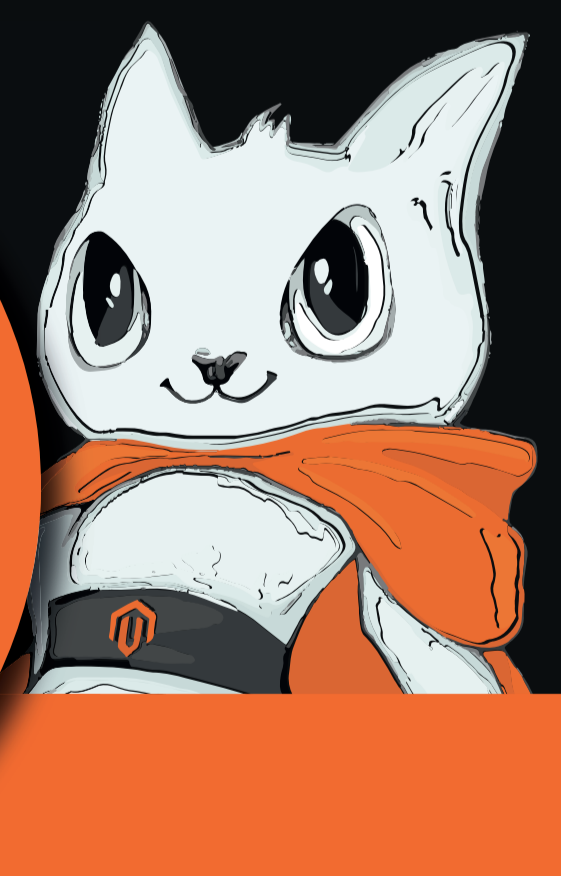
Head of Revenue at Fast White Cat

The Fakro project was unique for us for two reasons. Firstly, we're always happy when we can aid a partner in their development, and it was definitely so in this case: Fakro is opening itself up to Europe and, together, we succeeded in implementing six sales platforms for six countries. All this for the construction industry, which is a new focus for us.

Secondly, for the first time, as an eCommerce House, we had the opportunity to work so closely with developers on part of our partner, which resulted in the creation of a professional business environment where we were able to exchange our knowledge, experience, and where we worked for a common cause. Such cooperation turned out to be very motivating and, most importantly, effective!

## How we approached this challenge?

- Eight Fast White Cat developers worked on the project. During the process, this team was extended by an additional seven people who played advisory functions and shared their expert knowledge.
- We initially executed the Polish version of the website, we then created a copy and translations for the given European markets. Most customisation was required for the Italian version of the site as that market is governed by its own, unique rules.
- We executed the project together with the FAKRO development team which helped us to build a common perspective for this implementation.
- We implemented an integration with the Pimcore platform and ERP, for all the FAKRO stores to work efficiently. On this task we worked directly with a team of FAKRO developers who supported us with their experience, commitment, and professional approach. We managed to create a comfortable work environment where the exchange of knowledge paved the path toward the final goal - implementation



### Sławomir Gawlik

Marketing Director at FAKRO Group

FAKRO is always committed to modern solutions, not only in regard to their products but also in other areas of activity. This is particularly visible in marketing, where FAKRO activity has already included the use of virtual reality (VR), augmented reality (AR), an e-learning platform and application. Now the time has come for changes in eCommerce.

Recent times have proven that customers expect easy access to information about products and the possibility of online purchases. New trends have coincided with our requirements; hence we had come to a decision to prepare an online store with the aid of an experienced partner.

The project was very ambitious because the store was prepared for six European countries at the start. Each of the stores offers a unique range of products, while navigation is intuitive. Everything was designed with modern graphics and the PWA technology enables convenient use of the store on mobile devices. The store is founded on a solution which allows for continuous development, hence we already have plans for new functionalities and the launch of the store in other countries. Development of eCommerce is only the beginning of other projects which are to support each other...

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Check how we can manage your challenge!

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Write to us!

info@fastwhitecat.com

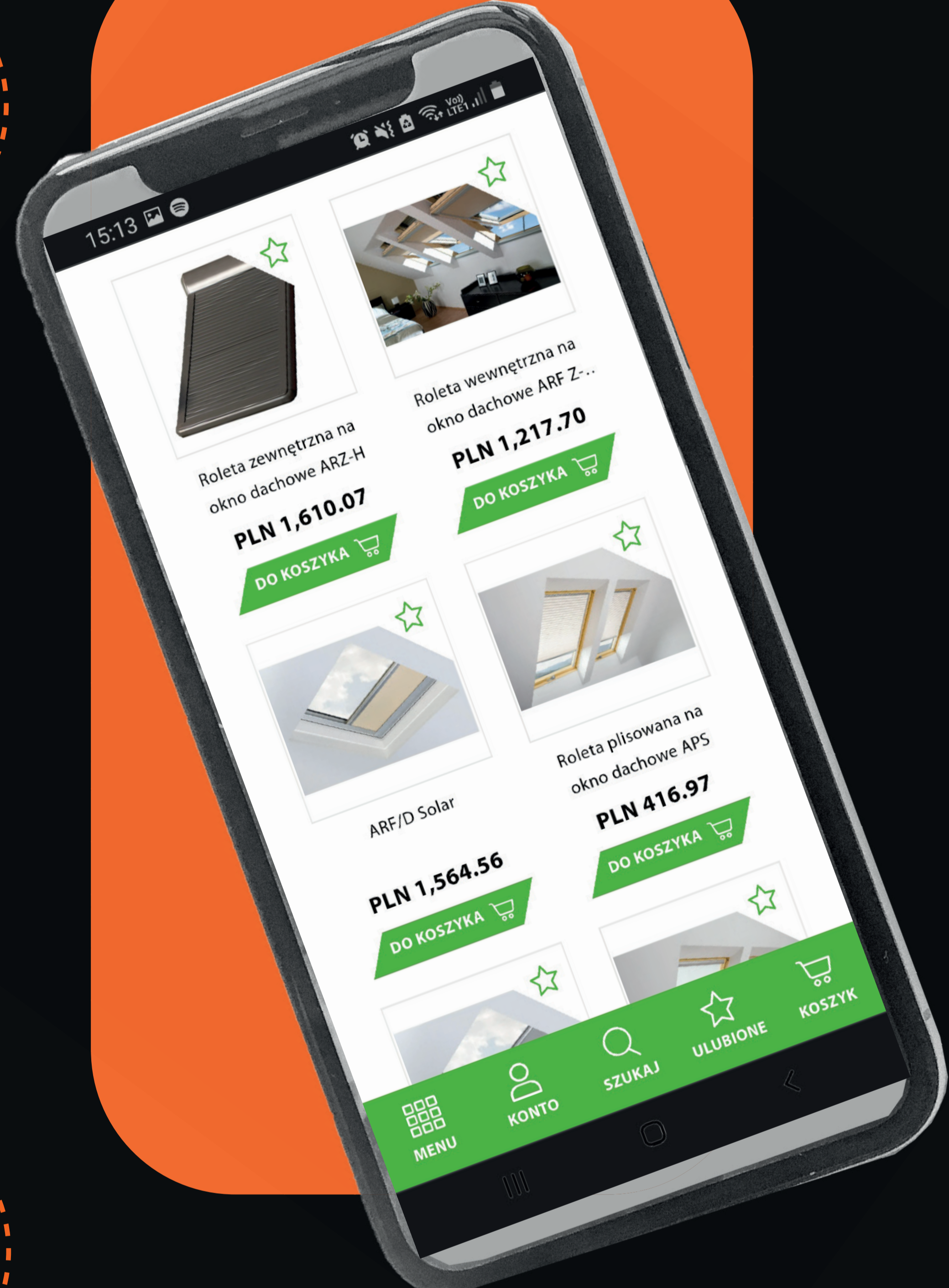


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We are proud of it!

- We introduced educational functions with regard to product choice. Now, in FAKRO online stores, while shopping, customers will be presented with suggestions of other products which should be added to their cart so that the purchased products fully satisfy their function and allow for complete installation.
- We employed a convenient SuperTrio FAKRO promotion. On the page of a given product, now also appearing are suggestions of two additionally recommended, different products with which the customer can create a set, purchasing the set at a lower price.
- We saved a significant amount of space. Files with technical specifications are located outside the Magento system, due to which we do not have to duplicate these materials on the servers.
- We have improved the manner in which customers are informed about postage by introducing an automatic update of the postage time visible on the page while shopping. Now, when the customer chooses a different product variant (changing the colour or size), the postage times will update according to the available stock and estimated delivery times.
- We have reorganised the returns processes - transferring these to Magento, which makes them easier to manage.
- We introduced the possibility of a choice of product colour and the possibility of viewing the product in a given colour variant prior to purchase. Now, when deciding on a given product, the customer can immediately see the wide colour range and compare it in the different versions.

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The store is based on PWA technology - adapted to customers who prefer to shop using their smartphone.

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## Challenge:

Creating a new FAKRO eCommerce platform which will introduce the brand to six European markets: Poland, Italy, Spain, Denmark, Germany, and Austria, and thanks to a modern, consistent appearance, will attractively present the FAKRO offer.

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We have opened FAKRO up to eCommerce.

How to introduce an online sales platform to as many as six European markets at once?

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