

Business Case Study & Report For Mobile Store

+91 8100320540
sales@rishfotech.com

Presented by
Rishfotech Solutions

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Company Overview

Rishfotech is a Kolkata-based IT company specializing in web development, mobile apps, and e-commerce solutions. We provide scalable technology, digital marketing, and dedicated developer services to diverse industries. Our mission is to drive business growth with innovative, cost-effective, and result-oriented solutions.





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Challenges & Objectives

Building MobileStore involved creating a complete brand identity from scratch, managing a large catalog of 350+ products, designing promotional banners, and integrating a secure PayPal payment system while ensuring the website remained user-friendly, responsive, and compliant with legal policies.

Challenges

- No Brand Identity
- Large Product Catalog
- Banner Design
- Gateway Setup

Objectives

- Website Development
- Branding Design
- Product Upload
- Payment Integration



Problem Statement

01

Lack of Brand Identity

Client had no logo or branding, requiring a complete design from scratch.

02

Large Product Catalog

Over 350 products needed organized uploads, categorization, and filtering for smooth navigation.

03

Payment & Legal Compliance

Integration of a secure PayPal gateway and creation of essential policy pages was necessary.

Proposed Solutions

Points	Objective	Key Feature	Outcome
● Custom Branding & Logo Design	Create brand identity for mobile retail	Modern logo design with promotional banners	Professional brand presence and market recognition
● E-commerce Platform Development	Build full mobile products website	WordPress & WooCommerce with custom layout	Responsive website at mobilestore.world
● Product Catalog Management	Upload 350+ mobile products efficiently	Bulk optimization, filtering & SEO	Scalable product system with search visibility
● PayPal Payment Integration	Implement secure payment gateway	Sandbox testing + live PayPal integration	Verified secure payment processing

Our Approach



Brand Development & Design

Custom logo and visual identity creation for mobile retail market with promotional banners and cohesive branding.



E-commerce Platform Setup

WordPress & WooCommerce implementation with custom layouts and mobile-responsive design for mobilestore.world.



Product Management System

Organized 350+ mobile products with bulk optimization, filtering, and SEO for enhanced search visibility.

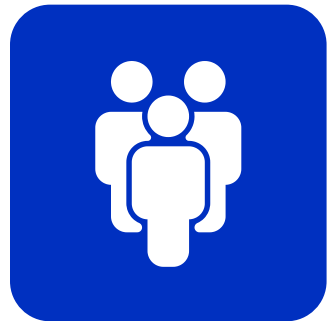


Payment & Security Integration

Two-phase PayPal integration with sandbox testing and live gateway for secure customer transactions.



Client Feedback and Improvements



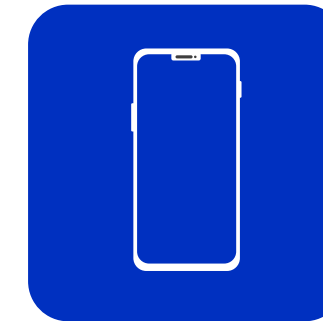
Product Enhancement

Implemented bulk image optimization and advanced filtering based on client feedback. improved browsing experience across 350+ mobile products with faster load times.



Payment Simplification

Streamlined checkout with two-phase PayPal integration after client testing. Enhanced secure payment processing with verified transaction handling.



Mobile Optimization

Enhanced responsive design following client compatibility feedback. Ensured seamless experience across all devices and screen sizes.



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Services Delivered

This project involved the end-to-end delivery of a comprehensive e-commerce mobile store solution. Our services included:



- Custom Logo & Brand Design
- WooCommerce Development
- Product Catalog Management
- PayPal Payment Gateway Integration
- Legal Policy Pages Creation
- SEO Optimization & Implementation
- Bulk Image Optimization
- Mobile-Responsive Design Development



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Contact Us

- [+91 8100320540](tel:+918100320540)
- sales@rishfotech.com

Rajarhat, 2A, 6TH Floor, ECOSPACE BUSINESS
PARK, Premises, AA II, Newtown, Kolkata,
Chakpachuria, West Bengal 700156