

T&T SUPERMARKET SUCCESSFULLY LAUNCHES ONLINE WITH A FULLY BRANDED ECOMMERCE WEBSITE ON MAGENTO 2

tntsupermarket.com

Founded in 1993, T&T Supermarket is Canada's largest Asian supermarket chain. With 27 locations across the country, T&T Supermarket provides its customers with a wide variety of Asian produce, meat, seafood, skincare products, home appliances, and other foods and necessities for an all-in-one shopping experience. T&T Supermarket sought to meet the high demand of its consumers by developing a new eCommerce site and mobile APP to seamlessly facilitate online orders and improve the customer shopping experience by bringing added convenience and capabilities.

Turning to Silk Software to deliver the optimal solution, T&T Supermarket could now successfully grow its business online and offer seamless online ordering to its wide range of customers. From multiple language displays and custom UI and UX design to rich product content and loyalty membership program integration, T&T Supermarket's new eCommerce site would be fully equipped with the features and functionality needed for a seamless ordering and shopping experience online.

KEY FEATURES



CUSTOM UI DESIGN

All areas of the site including the home page, website header, website footer, website navigation, product detail pages, promotion pages, and special event pages are tailored for the T&T brand



RICH PRODUCT CONTENT

From product copywriting to imagery, unique and original content for over 4,500 SKUs has been created and produced with multiple languages supported



SYSTEM INTEGRATION

A seamless connection is established with T&T's different processes and systems including its ERP for product and order information, inventory, and promotions



WITH THE SUCCESSFUL SITE LAUNCH, THE WEBSITE PERFORMANCE CAN SUPPORT OVER 200,000 ONLINE CUSTOMERS ON AVERAGE PER DAY WITH A PEAK NUMBER OF CONCURRENT PAGE VIEWS ABLE TO REACH 5,000,000 PAGES.

OUR SOLUTION

To meet T&T Supermarket's need for a robust online store capable of handling its tailored requirements, the Silk team began with gaining a thorough understanding of the company's goals and business cases to put together the optimal eCommerce solution. After analyzing and defining the product data structure, reviewing all interfaces and integrations with other 3rd parties, as well as determining the full functionality to be implemented in this phase of the project, the Silk team got to work building out the website and mobile APP.

On both desktop and mobile, T&T Supermarket has custom and responsive UI design for all areas of the site including the home page, website header, website footer, website navigation, product detail pages, promotion pages, and special event pages. Multiple languages including English, Traditional Chinese, and Simplified Chinese are fully supported on the site with customers able to easily switch between the languages. New content for over 4,500 SKUs was also produced and implemented to support T&T Supermarket's vast offerings and rich content needs.

A full integration was established for T&T's Loyalty Membership program. From registration and info management to points accumulation and redemption, this could now be easily be handled offline or online. 3rd party logon authorization was also established for WeChat and Facebook in addition to payment integration with WeChat Pay, Alipay, Union Pay, Apple Pay, and other payment providers.

Customers can review and provide product ratings and comments as well as place pre-orders for delivery online. Product search, filtering, social media sharing, promotion codes, repeat orders, live chat, and other convenient features were made available on the site to help improve the customers' online shopping experience. Back-end management tools were also implemented to assist with product content, promotions, and order handling.



THROUGH A STRATEGIC IMPLEMENTATION AND SUCCESSFUL SITE LAUNCH, T&T SUPERMARKET HAS NOW ACHIEVED A SEAMLESS ONLINE ORDERING AND DELIVERY EXPERIENCE FOR ITS CUSTOMERS. ITS NEW ECOMMERCE SITE WILL CONTINUE TO SUPPORT THE BUSINESS'S ONGOING GROWTH FOR MANY YEARS TO COME.

Fully equipped with key eCommerce customizations and capabilities, T&T Supermarket has launched a thriving online site that will accelerate its business growth and conveniently service its customers online. Silk looks forward to its continued relationship with the T&T Supermarket team on future phases of the project together that will continue to enhance the website and support T&T Supermarket's growing business.



FOR MORE INFORMATION, VISIT

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