



mae
FINE FOODS

Revamping Website
with **Magento**
(**Adobe Commerce**)
Implementation

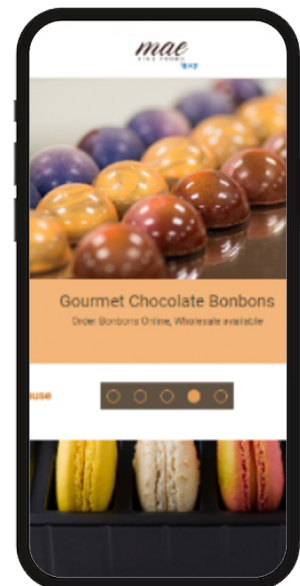
ABOUT MAE FINE FOODS

MAE Fine Foods is a family-run business based in Avondale, Arizona. They are specialized in delectable chocolates, bonbons, and macarons. MAE Fine Foods was founded a year ago, the company focuses on delivering exotic corporate gifts that delight recipients with premium quality and taste.

Corporate gifting is central to its website, offering hassle-free ordering and multi-address shipping to businesses and individuals.



www.maefinefoods.com



Services Provided

- Magento implementation
- Corporate Gifting

Platform & Integration



Magento™



Adobe
Commerce



Challenges Faced

Revamping the Website for Corporate Gifting

The existing website needed to be redesigned to focus exclusively on corporate gifting, creating a **marketplace centered** around exotic and premium gift options.

Designing a Customer-Friendly Interface

A visually stunning, simple, and intuitive interface was necessary to attract customers and provide an **enjoyable shopping experience** for their users.

Implementing a Custom Box Feature

Customers wanted the ability to personalize gift boxes with a selection of their favorite macarons and bonbons, requiring a **smooth customization process**.

Managing Multi-Address Shipping

The company faced challenges in enabling customers to ship orders to multiple addresses efficiently. Handling bulk address uploads via **CSV** and ensuring **accurate shipping** rates and taxes for each destination proved complex.

City-Specific Shipping Rates and Taxes

Shipping to different cities involved varying shipping rates and taxes, creating additional hurdles in ensuring accurate calculations and **seamless integration** of this data into the system.

Solutions Offered

Redesigned Website for Corporate Gifting

Klizer revamped the website into a specialized marketplace dedicated to exotic corporate gifts, streamlining the browsing and purchasing process for business customers.

Eye-Catching, User-Friendly Design

Created a visually appealing and easy-to-navigate interface that resonated with the brand's premium image and enhanced the user experience.

Custom Box Feature Implementation

Introduced a personalization option for macarons and bonbons, enabling customers to create custom gift boxes with their favorite flavors.

Multi-Address Shipping Functionality

Developed a system to allow customers to upload client address lists in CSV format, simplifying the process of shipping to multiple locations simultaneously.

Magento and QuickBooks Integration

Integrated a Magento-powered frontend with a QuickBooks-powered backend with ERP integration. This ensured real-time synchronization of data for city-specific shipping rates, tax calculations, payments, and order management.

Automated Data Flow

Established a robust data exchange mechanism to automate the calculation of shipping costs and taxes for various cities, eliminating manual errors and delays.

Impact



Efficient multi-address shipping and hassle-free client management.



Improved customer experience with a personalized design and gifting options.



Achieved smooth management of shipping rates, tax calculations, and order processing through robust system integration.



Simplified corporate gifting with efficient multi-address shipping and hassle-free client management.



Driving Digital Growth for
Manufacturers & Distributors

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ecommerce.

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