



A small business owner realizes her long-cherished dream

### In a snapshot:

**Client:**

Corner Cottage Flowers

**Business Issue:**

Needed a dynamic e-commerce web-site.

**SolveIT's Solution:**

CustomView™ eStore module

**Business Result:**

Online sales went from 0% to 100% within first six months.

### Company Background

Corner Cottage Flowers is a small flower boutique based out of Connecticut. Nan Palumbo, the founder of the company, had developed a wide network of florists nationally and internationally to deliver uniquely designed flowers and floral arrangements.

### Business Issue

Palumbo wanted to take her business to the next level. Even though she was running a small company, she had a broader vision of taking her business online to compete with the industry giants like 1-800-flowers.com. She wanted to have a dynamic site but she needed it functional in a very short time, which led to the following issues:

- Needed to capture the intricate design aspects of several floral arrangements and ability to transfer the look and feel online.
- Web-site needed to be updated regularly and have ability to remove and add products to the portfolio.

### Additional Challenges Faced:

- A fully secure web-site that requires 100% error free order fulfillment and transaction.
- Provide member login for regular customers and update them about discounts and other options.

### SolveIT's Solution:

- Developed a solution using CustomView™ eStore module that enabled online sales.
- Ability to have online processing using credit cards and debit cards.
- Provided full functionality including admin module that enabled the administrators to add/delete products, track orders, and generate reports.

## Business Results:

- Online sales went up from 0% to 100% within the first six months.
- Site attracts lot of repeat visitors and has managed to build a dedicated customer base online.
- Ability to scale up and compete on a major scale along side some of the biggest names in the industry.
- A visible presence online that gives credibility to the business.

If you think SolveIT can assist you in anyway possible, Visit us ([www.solveitcorp.com](http://www.solveitcorp.com)).

*"I put out a lot of RFPs and remember that SolveIT took the time to get to know my business. They had a unique approach and were creative. After we implemented our website, it legitimized our business. We receive lots of comments about the website, the nice and professional look of it," – **Nan Palumbo, Founder, Corner Cottage Flowers***