

Optimizing Green Hill's B2C and B2B Operations with a Unified E-commerce Platform on Shopify Plus



In their pursuit of innovation and seamless customer experience, Green Hill collaborated with Alchemative (**acquired by Devsinc**) to unify their B2C and B2B operations on a single platform. By leveraging Shopify's capabilities, the partnership aimed to optimize e-commerce functionality, enhance customer data management, and streamline payment processes, setting the brand up for growth in the sports equipment market.



Scalable E-Commerce with Shopify

Services Used

E-commerce Development

UI/UX Design

B2B Integration

Shopify Plus



Green Hill, **a renowned name** in the sports equipment industry since 1964, specializes in producing high-quality gear for a variety of sports, with a strong focus on combat sports and martial arts. As an Olympic Supplier and an Official Partner for numerous prestigious championships, Green Hill has consistently demonstrated its commitment to excellence.

Challenge

Green Hill, with its diverse product offerings catering to both B2C and B2B clients, faced a significant challenge in managing two separate websites. This presented a complex set of challenges, particularly in terms of customer data management and payment solutions, each tailored to meet the distinct needs of both customer segments. Key challenges included:

Separate Websites for B2C & B2B:

Increasing operational costs for maintaining two websites resulting in hindrance to scaling e-commerce operations.

Variable Pricing for Customer Type:

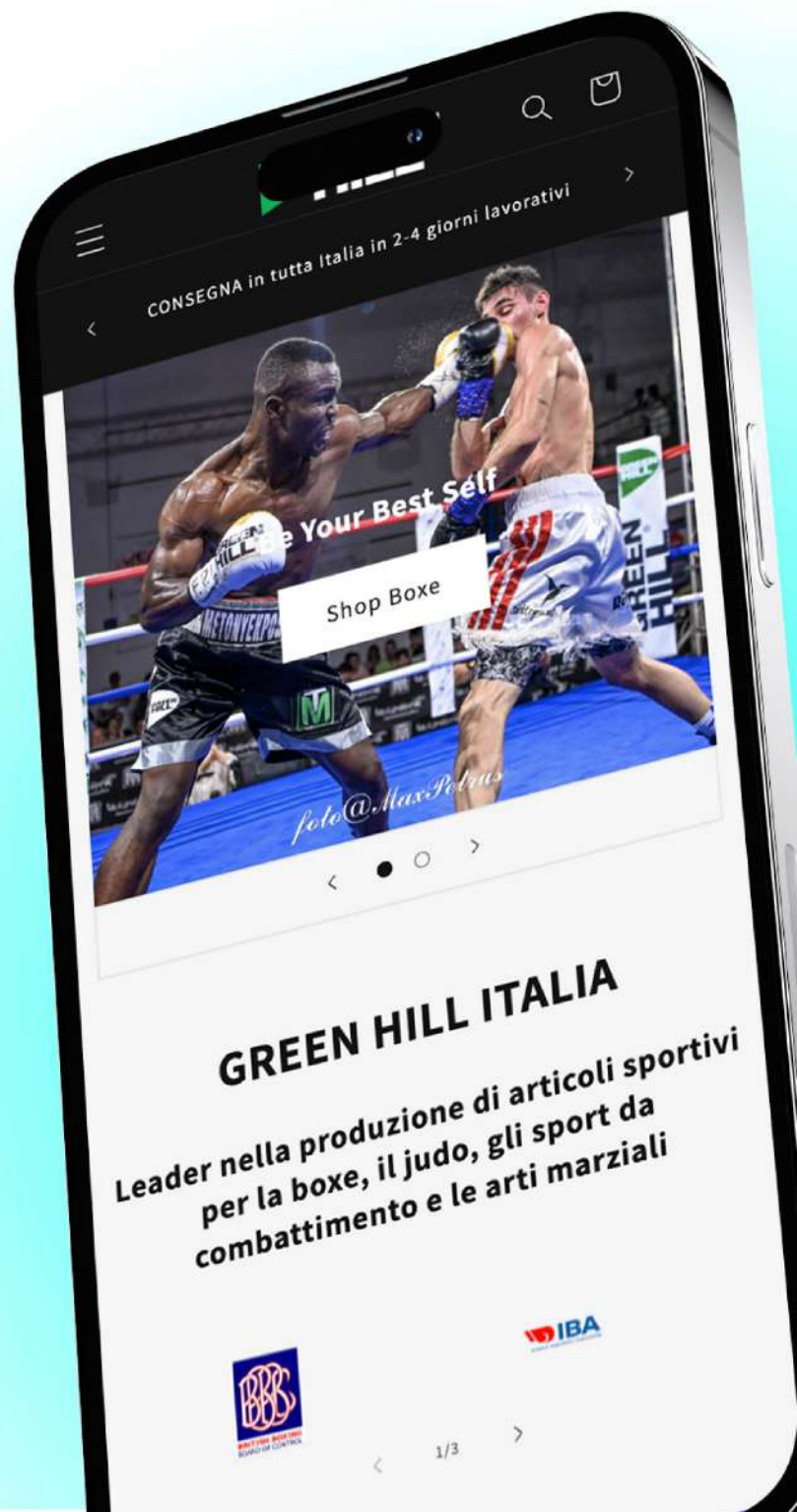
Required a system to show B2C customers and B2B vendors different prices of the same product based on the purchase volume.

Setting MOQ for Vendors:

Setting minimum order quantities for each B2B client with a system capable of enforcing different minimum thresholds for various vendors, based on their individual agreements.

Separate Payment Methodology:

The need to accommodate B2C customers relying on digital payments and B2B clients using invoicing or cheque payments.



Technical Solutions Provided

The Shopify Plus platform was selected as the foundation for creating a unified website, incorporating a dedicated login portal for B2B clients. This approach facilitated efficient vendor database management by assigning each client specific conditionalities based on their business needs.

Relevant Category Access:

Vendors were granted access only to the product categories relevant to their business operations, based on a pre-approved list, ensuring streamlined and relevant product visibility.

Dynamic Discount System:

A customized discount system, allowing each vendor to receive specific percentage discounts based on their bulk order quantities, leading to larger orders and strengthening vendor relationships.

Unique MOQ:

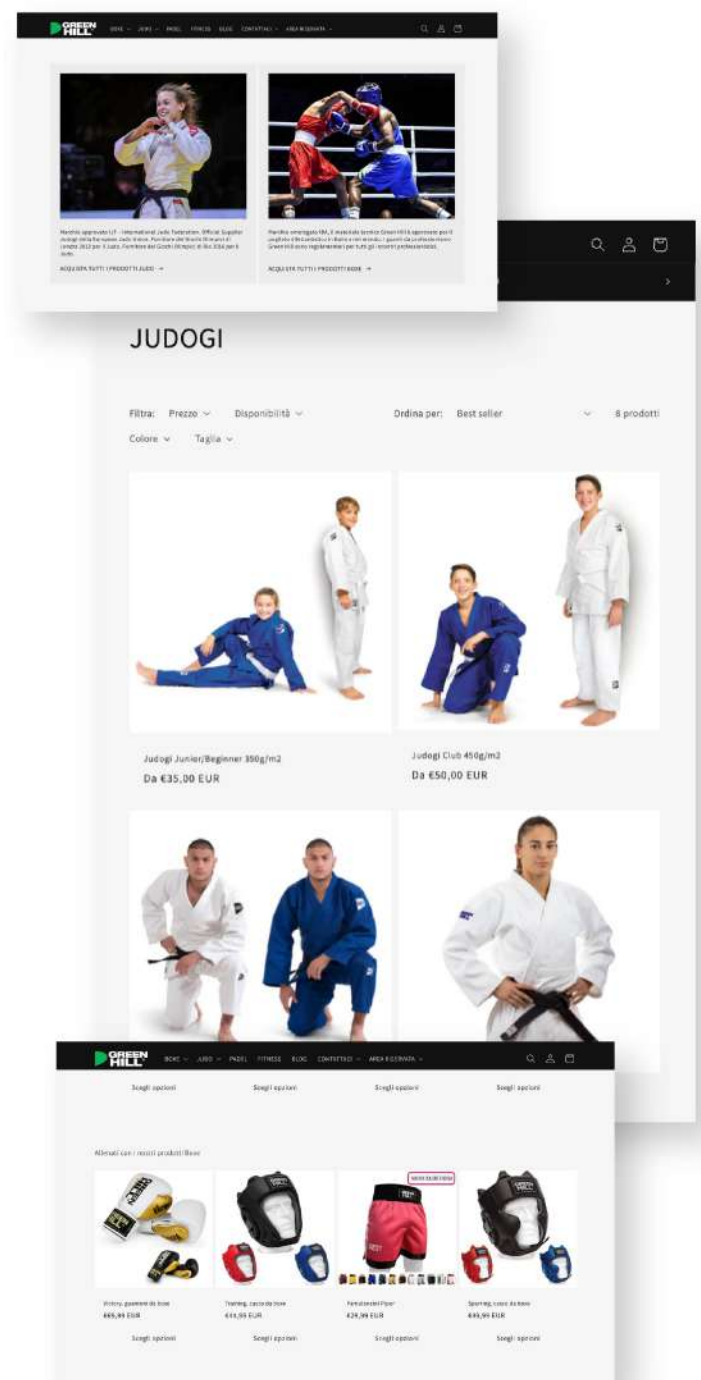
Each B2B client was assigned a unique MOQ to optimize inventory management, encouraging bulk purchasing and reducing administrative overhead.

Payment Gateway Integrations:

Build integrations that allowed B2C customers to make online payments using credit/debit cards, while B2B clients had the option to enter cheque numbers for bulk orders.

Customized Checkout:

A custom checkout application offering enhanced flexibility such as hiding or displaying payment methods based on customer tags, ensuring a tailored checkout experience.



Benefits Achieved

A unified website for Green Hill was delivered, enhancing customer experience and efficiently managing B2C and B2B operations. Optimized performance, seamless logistics, and tailored payment solutions boosted user retention and positioned the brand for global expansion.

Responsive Development:

Developed a consistent user experience across desktops, tablets, and smartphones, accommodating diverse online shopping preferences.

Personalized User Journeys:

Implemented intuitive navigation to streamline browsing and purchasing, with clear product categorization enhancing overall user satisfaction.

Unified Platform for B2C & B2B:

A single, integrated platform capable of handling the unique requirements of both B2C and B2B vendors.

Tracking & Logistics Integration:

Integrated real-time order tracking and seamless inventory management to boost transparency and streamline the fulfillment process.

Data Security: Ensured confidentiality and integrity of customer data by implementing SSL encryption, secure payment gateways, and conducting

