

## Partnering Opportunity

### Business Request

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## German manufacturer of ice cream is looking for software developer for an online shop under a supplier agreement

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### Summary

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*A small German company is producing ice cream. For resellers and business customers the company offers the service to label the products with their own corporate design and to sell them under their own name. The company is looking for software developers to install an online shop in German language with integrated CRM on the company's website under a supplier agreement.*

Reference BRDE20191125001

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### Details

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#### Description

End consumers as well as resellers are the target group of the small German manufacturer of ice cream products with a wide range of different flavours. Especially for resellers and business customers the company offers the service to label the products with their own corporate design and to sell them under their own name or to give them away to customers or employees.

With the sought-after online shop incl. configurator, the company wants to design and expand the latter market segment more flexibly. The requirements for a shop system for individual design and filling of standardized cups are as follows:

The complete system of the homepage should be able to be maintained as content management system by the company itself at any time in order to be able to react quickly to inquiries or offers. Information pages, product descriptions and configurations including images must be able to be created, maintained or deleted. A shop system is to be integrated into this homepage with which customers can individually compile the filling of the standardized cups. This on-line configurator is to make it possible besides to make the organization possible of the banderols for mentioned cups. For the individualization of the banderole imprints it should be possible to upload own graphics into the system, to scale and to place arbitrarily on the given surface for the banderole. In addition, it should be possible to create the customers own texts, change the background colours and place predefined colour filters and effects that are still to be defined. The cup configured in this way will then be displayed in 360° view.

In order to give the not so creative customer the possibility of design, graphics and texts should be offered as suggestions in the configurator. For this it is necessary to have a graphics

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database in the background, which can be accessed here. This database must be easily updatable in the back-end of the application. The selection of the filling should be possible on the one hand conventionally in the shop system, on the other hand optionally also part of the configurator. Here, especially for the mobile or tablet version, the ingredient should be movable with the finger into the virtual cup. As is usual in shop systems, different product groups and subgroups should be arranged so that the offer remains manageable for the customer. A gift service with an individual delivery address is to be integrated into the system. It should be possible for B2B customers who offer this service, for example, for customer maintenance, to enter as many delivery addresses as necessary. Using an interface, customers should also be able to upload a predefined list of addresses to the server (.csv or similar). In addition, it should be possible for the user to attach a general letter to the gift package in the name of the customer.

The order process should then be completed with the usual payment methods Paypal, invoice etc.

The company is interested in a supplier agreement because it does not have the expertise and resources to develop such an online shop itself. As part of the cooperation, the partner should instruct the company's staff in maintaining and updating the content.

## Technical Specification or Expertise Sought

Expertise to develop an online shop is sought

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## Partner Sought

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### Type and Role of Partner Sought

The company is looking for software developers to install an online shop in German language with integrated CRM on the company's website as part of a supplier agreement and to instruct the company's staff in maintaining and updating the content.

### Type and Size of Partner Sought

SME 11-50, SME <10, 251-500, SME 51-250

### Type of Partnership Considered

Supplier agreement