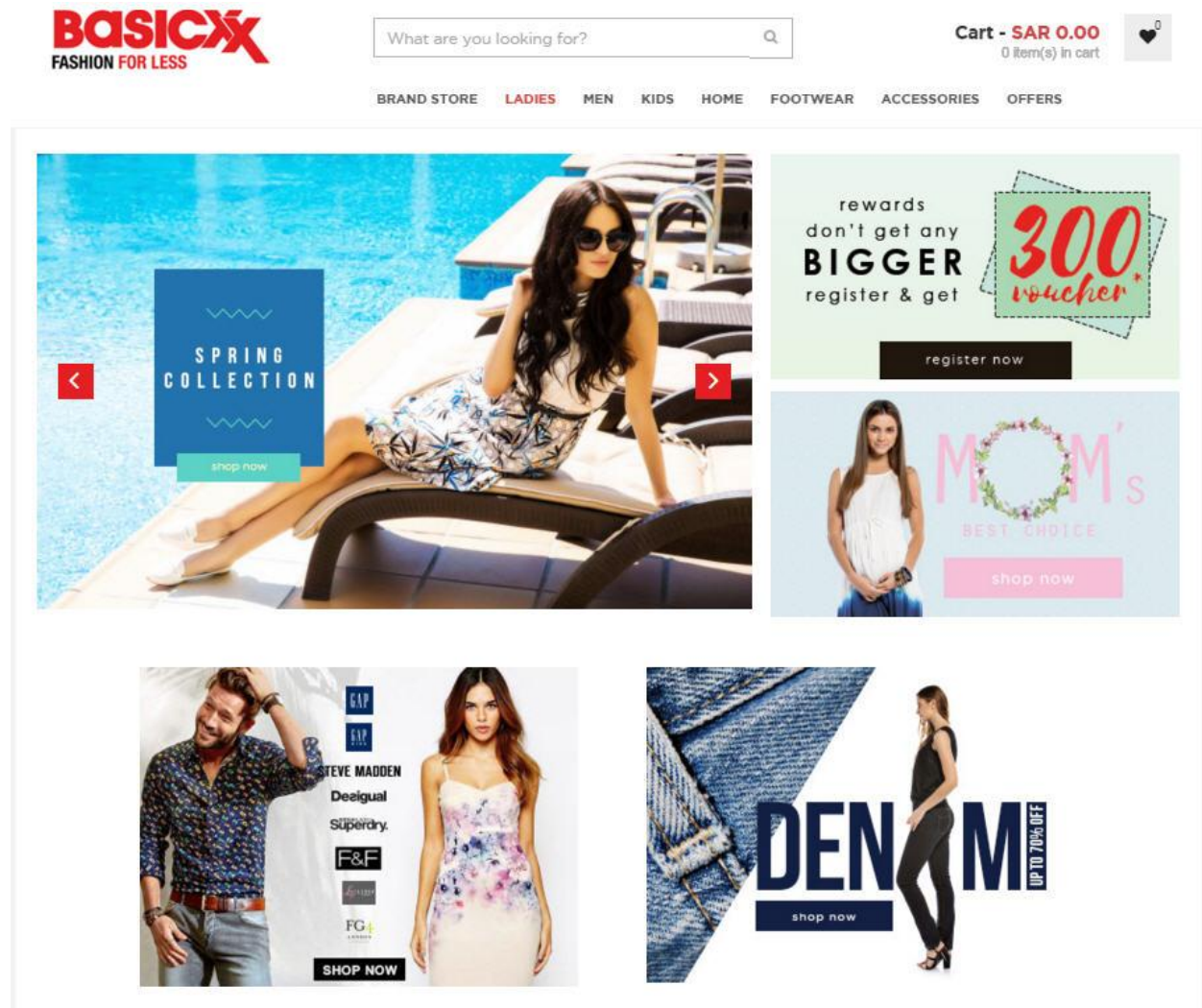**Bascixx: UAE & Saudi Arabia's Fashion Ecommerce Store on Magento**

An engaging and user-friendly fashion store built on the Magento e-commerce application, Bascixx is one of the biggest online fashion stores in the Middle East. It is the one-stop-shop for the latest trends at the best prices. Dresses, tops, trousers, corporate wear, sports gear, kids' clothes, shoes, or even home décor items – you name it, and you'll find it at Basicxx.

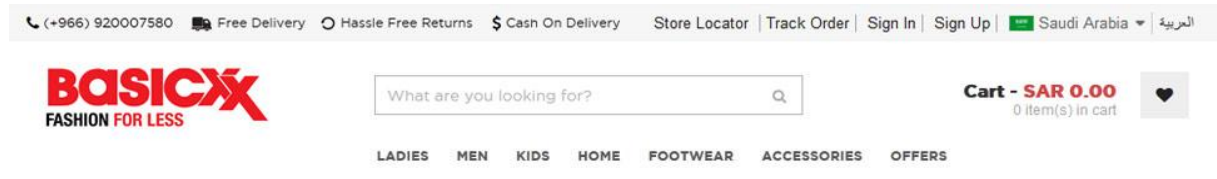## Why go for Magento Ecommerce Platform?

Wisitech designed and developed the Bascixx e-commerce store on the Magento Shopping Cart to leverage its powerful and spacious platform that allows hundreds of thousands of products and huge amounts of order handling per hour with your preferred look and feel.

Our dedicated and highly experienced Magento Ecommerce Development Team at Wisitech has successfully developed, delivered, deployed and maintained the customized Bascixx ecommerce store including:

* Customized Magento theme development
* Responsive and optimized
* Upsell and cross sell with customized prompts.
* Third party payment gateways
* Integrated email clients
* Configured search with targeted keywords.

The Unique Customizations done on Magento Ecommerce Development for Bascixx:

1. The full-featured Bascixx online retail store runs for **two different countries** – 'Saudi Arabia' and 'UAE'

2. The full-featured e-commerce fashion store runs in **two different languages** – 'English' and 'Arabic' in two different countries.

3. For Arabic version we created **a completely separate theme** and managed each and everything accordingly.

4. **Integration of courier systems** in the Magento e-commerce platform -
a. Aramex
b. SMSA
c. TCS

5. **Integration of Payfort payment** method in the website. Earlier HyperPay payment method had been integrated. Presently, only Payfort is being used.

6. A **customized color filter** was integrated in the category page to display color filter as a swatch.

7. **Start and End date with 'Time Option'** was integrated for banners and promotions. By-default Magento is providing option for Start and End date only. We integrated a useful add-on with high-end customization.

8. Integrated **Keyade tracking code** for tracking users activities in the website.

9. To enable users to browse at comfort without multiple clicks, the **lazy loader** was integrated into the customized category listing page to display products without pagination.

10. We optimized complete Magento structure to make the **site load faster**.

11. We **customized the theme** of the website to look it appealing, engaging and give the feel of a great shopping experience.

Part of Kuwait-based Alyasra Fashion, Basicxx is value shopping destination for the latest looks. Bascixx's designers travel the world in search of the best styles, bringing the hottest collections to customers. Trendsetters of all ages can shop for quality apparel and home accessories at eight Basicxx stores across Saudi Arabia apart from their massive showroom online.

Wisitech's challenge was to design and develop the online showcase and ecommerce platform in a way that makes it a pleasing experience for shoppers and

High Points of Magento e-commerce solution

Magento's popularity as one of the best open source e-commerce web development platforms is increasing day by day as it offers some great features which can be customized strategically to enable greater sales and higher revenue. Some of these features are:

Easy product browsing – You can display your stock availability, multiple images of each product, zoom-in images for larger view, multi-tier pricing and product option selection.

Catalogue browsing – Develop your catalogues strategically to leverage its search filters, cross-sells, up-sells etc.

Category landing pages – Enable easier browsing and selection and landing pages for pay per click campaigns

SEO friendliness – with Google sitemaps, customized popular searches and keyword-enriched URLs to make them according to SEO and Meta information for all web pages.

Analytics and Reporting – tax reports, sales reports, coupon usage reports, tag reports, best viewed products reports, search terms reports, RSS feeds for new orders and best purchased products reports Check out our **portfolio of websites and apps**, ranging from e-commerce to WordPress to data management.

Call us today for a FREE Evaluation of your Web and Apps needs:

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