E-commerce with NaapBooks

Lets build a growth oriented e-commerce for your business

ABOUT US

Naapbooks Limited is a BSE-listed Startup having **ISO 9001-2015, ISO 27001-2013 and CMMI 3** Certification. Our vision is amalgamation of our corporate philosophy with and our motto of providing **next generation IT services**.

NBL is engaged in the business of developing and providing Information Technological solutions to corporates for their **new-age requirements**. We draw our strength from an age old tradition of **quality services** as the best strategy for sustained growth.

Today's **ecommerce** is all about creating bespoke solution based on your needs and future growth prospects.

ISO 9001:2015 CMMi level 3 ISO 27001 BSE STARTUPS

OUR HISTORY
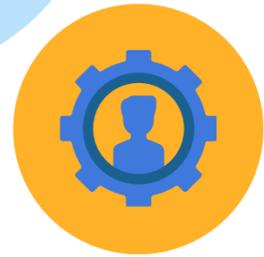
2017
START

Launched company & the product for GST & Accounting Application.

2021
INVESTMENT

Came up with Gujarat's 1st Startup IPO on BSE and launch of VizMan.app

2022
Own SaaS

Started developing our own framework for SaaS products

2023
Listed Leaders

"Insider Q" offers compliance with SEBI's UPSI regulations for companies.

2024
Growth & Dev.

Helping E-com brands in marketing, development & overall growth.

ECOMMERCE

E-commerce can serve as a springboard to help your business **expand its reach** to national and international markets, without the need for a large investment.

Much of your organizations information will be digitised dramatically **reducing the cost** of your processes. Technology changes, but our insight and technical ability will keep your site at the top of its game.

We have designed and developed e-commerce stores on a wide **variety of platforms** such as WooCommerce, Shopify, NopCommerce as well as building bespoke/custom solutions to meet very specific customer needs which is generally the way to go if you require **custom workflows or functionality** which does not come out of the box with these platforms.

WHAT WE DO

Launch your Products

Our skilled designers develop the best eCommerce sites to showcase your products, allowing you to expand and grow your business, increasing your sales and expanding your business to the real world.

- Store front your products
- Amplify your reach
- Sell anytime

SEO that Impacts

SEO-friendly design helps to promote your products across the web. Smooth site organization and optimized pages deliver more qualified visitors while helping you rank for keywords.

- SEO-friendly carts
- Optimized Products
- eCommerce Optimization

SEO

WHAT WE DO

Ultimate Growth

Transformation-focused development is at the heart of our eCommerce website design team. By creating a smooth user experience for your visitors we convert visitors into customers.

- Turn visitors into customers
- User experience design
- Boost sales

Upgrade with Ease

Easily administer your eCommerce website with a user-friendly content management system (CMS). Quickly regulate pricing, add products and make modifications to your site with ease.

- Customer friendly management
- Easily Update your Products
- Modify on the fly

E-COM SERVICES

- **New e-commerce** website development

- E-commerce **maintenance / support**

- **Custom e-commerce** website development

- **Re-design of existing** e-commerce website

OUR PROCESS

REQUIREMENTS

Creating a data set of your needs, ideas and

RESEARCH

Venus has a beautiful name, but it's hot

ARCHITECTURE

Despite being red, Mars is a cold place, not hot
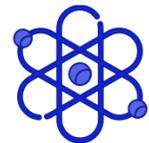
DESIGN

It's the biggest planet in the Solar System
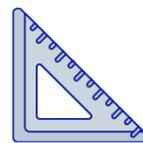
BUILD

Saturn is the ringed one and a gas giant

LAUNCH

Neptune is the farthest planet from the Sun

TYPES OF ECOM

B2B

That sell products or services to individual consumers. This is the most common eCommerce model and is perfect for businesses who want to reach a wide audience.
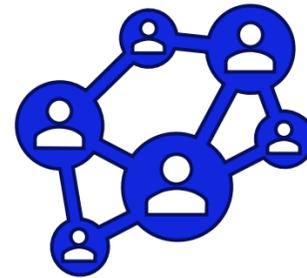
B2C

That allow customers to sell products or services to businesses. This type of store is great for businesses who want to source products from other businesses.

D2C

D2C e-commerce is a type of digital business model where the manufacturer and/or producer sells products or produce directly to consumers from their web store.

CHOOSE THE PLATFORM

WOOCOMMERCE

Easy to use, requires no coding experience. Good choice for small business owners.

SHOPIFY

A simple, easy-to-use platform with a wide range of features.

NOPCOMMERCE

Offers wide range of features and can be customized for scale to meet the needs.

EZEO

In-house platform by Naapbooks. Perfect for large stores involving custom code and integrations

COMPARE THE PLATFORM 1

	WOOCOM	SHOPIFY	NOP	EZEO
Platform Fees	Nil	₹2000 / month	Nil	Quote Based
Service Fees	Low	Low	High	High
Backend Tech	PHP	Ruby on Rails	.NET MVC	.NET MVC
Frontend Tech	HTML, JS	React (Polaris)	.NET MVC	Angular / React
Prominent Clients	Nalgene, Garantia	Citizen, Tesla, Wikipedia	Reebok, Celine Dion, Lee Jeans	Osia Mart, Theka Coffee

COMPARE THE PLATFORM

	WOOCOM	SHOPIFY	NOP	EZEO
Hosting	Self Hosted	Included in Platform Fees	Self Hosted	Self Hosted
Plugins Availability	✅ (Many)	✅ (Many)	✅ (Many)	❌
Marketplace	✅	✅	✅	❌
Community	✅	❌	✅	❌
Customizations	Very Few	Very Few	Full	Full

COMPARE THE PLATFORM

	WOOCOM	SHOPIFY	NOP	EZEO
HTML catalog	✅	✅	✅	✅
Meta tagging	✅	✅	✅	✅
RSS feeds	✅	✅	✅	✅
SEO URLs	✅	✅	✅	✅
Site map, XML	✅	✅	✅	✅

COMPARE THE PLATFORM

	WOOCOM	SHOPIFY	NOP	EZEO
Multiple Store Fronts	✗	✗	✓	✓
Minimum Orders	✗	✓	✓	✓
Multiple Vendor Support	✓	✓	✓	✓
Out-of-the-box Shopping Cart	✗	✓	✓	✓
API	✓	✓	✓	✓

OTHER SERVICES

**Logo Design**

Motion Videos

Content Writing

Graphic Design

Presentation Designing

Website Development

Social Media Management

SEO Management

ESTEEMED CLIENTS

ESTEEMED CLIENTS

ADJIA TECHNOLOGIES LIMITED

Vinny Overseas Ltd

Guppy MOMS

the nature's palette

viega

Remus +
Dedicated to Global Healthcare

talati & talati llp
Chartered Accountants

SABAR
FLEX INDIA LIMITED
A Part of our daily life

GC LIQUORS
GOOD DRINK FOR GOOD MOMENTS

ANLON

JB ARSEN

VCAN & CO
CHARTERED ACCOUNTANTS

SUMIT SURGICAL

ROTARY
INDIA

Lemzon
MAGNIFICAT SURFACE

> If you make **customers unhappy in the physical world**, they might each tell **6 friends**. If you make customers unhappy **on the internet**, they can each **tell 6,000**.

- Jeff Bezoz
AMAZON

nbl

THANKS

Do you have any questions?

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