



ONLINE WEB PORTAL AND MOBILE APP FOR BUYING & SELLING CARS

CLIENT PROFILE

Client is an automotive dealership owner running a family-owned franchises of an auto traders. In addition to car buy/sell services, the client provides maintenance services, repair services, and financing.

BUSINESS CHALLENGE

The client is a well-known car dealer looking to expand their business globally. Given the fact that the online car sell/buy portals were making a fortune for their friendly neighborhood competitors, the client was being held back. And as the Internet is penetrated on each and every screen and with the growing number of Internet users bringing in a new business opportunity called car and automotive portal, the client desired to push the business further and make a mark on the digital age as one of the top one-stop destinations for all car enthusiasts.

With the aim to become the largest online portal and to create an entirely new and powerful marketplace for dealers & buyers, the client relied upon Suretek to develop the business-to-consumer portal that would cater to motorists who want to buy or sell vehicles. The online portal was to solve problems for both private seller and car dealers by allowing them with hundreds of options and possibilities including advanced search tools, descriptive vehicle's page, showcasing featured listings, frontend submission forms, tools for management sale cars, video, system of comments and ratings, email notifications and much more. With a vision to develop a complete ecosystem for consumers and car manufacturers, the client also desired to have a mobile app developed—for users who mainly travel the internet through their compact sized hand-held devices.

SURETEK SOLUTION

With the client's vision and desires at hand, the team at Suretek started to create a custom solution, which was not a cakewalk. The tricky part was to build a complete car buying eco system from scratch to be able to incorporate database that'd go on to hold more than 3 million vehicle listings from 40,000 dealers and 250,000 private owners. We set up an agile project structure that'd allow us to efficiently architect and develop a robust hybrid application and a web portal. Simply put, we helped the client launch the solution with a rich array of tech-enabled tools for private owners and car dealers. The features included an advanced search system, enhanced sorting capability, private seller and car dealer's registration portal, fully designed detailed listing catalogue, email/text alert system, a strong search/comparison engine that'd empower the users with a reliable platform to make decisions on what car suits their needs the best.



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SURETEK'S CONTRIBUTION AND WORK PROFILE:

- The team at Suretek developed and delivered a web portal and a hybrid mobile application with a comprehensive set of pricing and research tools, and the largest database of consumer reviews in the industry.
- The portal incorporates advanced features for marketing and social media integration. The portal is set up to offer a great way for organizations to monetize their inventory and increase their share of online business.
- Created and developed user profiles (initially for more than 500 users) for private car owners and car dealerships to start listing their cars at no cost using social.
- Private seller/buyer profile is given the capability to add the car details, photos, videos and to market their car. Private seller/buyer has been given the feature to write reviews and receive email notifications when their car is viewed by potential buyers or if a favorite car is available for sale based on personal preferences.
- Car dealers' profile is been employed with abilities to add a brief description about their companies during registration to include company profile, a logo, and company website in addition to the other primary info which is similar to that of a private buyer/seller profile user.
- We set up powerful search system allowing users to search for cars with detailed criteria. Where users navigate the system based on the make, model, year range, mileage range, price range, and their country.
- Implemented an easy-to-use Advanced sorting capability to augment customer experience & allowing users to sort the search result based on terminologies such as budget, vehicle type, manufacturer preference, new/used car and popular/latest cars.
- Employed a feature of adding unlimited photos, videos and documents based on the user preference (private owner/dealer).
- Incorporated social plugins within the app and the portal to allow users to share information, activity and comments revolving around car sales, in real-time.
- Incorporated web forms into the system that allows users to send messages to the contractor/owner directly via mail. We integrated re-captcha to have a better level of anti-bot protection compared to traditional captcha.
- We integrated multiple 3rd party payment solutions such as PayPal, Wire Transfer/Money Order to allow for a smooth transition of sales.
- The deployed Admin portal is packed with features for the management to overlook statistics and charts for the visits of the website, total number of cars listed, expired, total number of sellers, new sellers and more.
- We further added the ability to add new pages and manage them -- news section, local car dealers, loans, EMI calculator, and insurance per country.



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TECHNOLOGIES USED

Web Interface Solution: PHP Laravel, Bootstrap, Html5, CSS3, Angular, SaaS, Google Analytics, jQuery, 3rd party Payment Gateway.

Hybrid Android and iOS App: Ionic open-source SDK for hybrid mobile app development.