

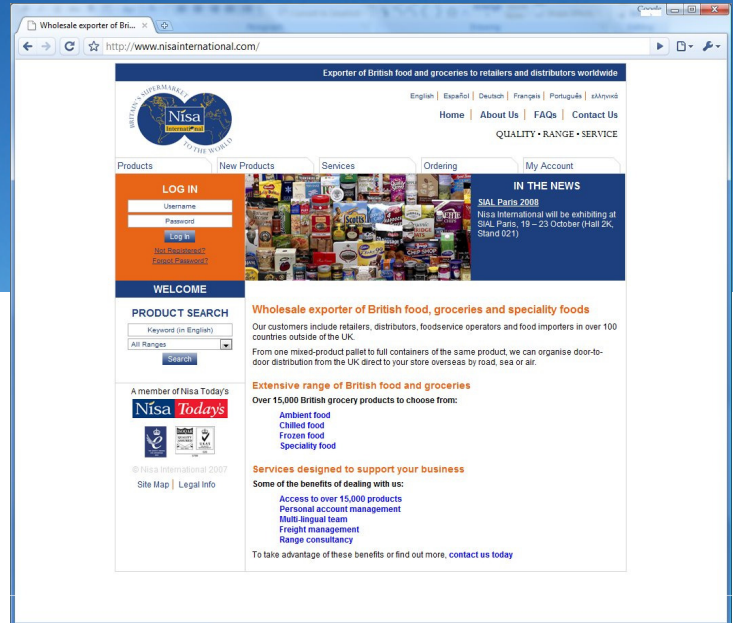
“the UK’s leading grocery export wholesaler”

Nisa International are the UK’s leading grocery export wholesaler, supplying retailers, distributors and traders in more than 90 markets worldwide. Nisa International first approached Majestic in 2005 with the requirements to re-develop the company website and provide an online order capture process for customers. Their requirements were to improve internal efficiencies, provide cross and up-selling opportunities and supply the most up-to-date product information available to customers.

Majestic were delighted to respond to this challenge, and delivered a completed solution in August 2006. The finished website has been fully integrated with the existing Export Master back office system, ensuring that accurate product details are displayed on site at all times. User account details are also accessible using the site’s additional integration with Nisa International’s Sage CRM system, allowing customers to track their order history and financial summary online.

The site provides full online ordering functionality, allowing users to generate personal order lists and view top order lines before submitting an order to Nisa International for an online quote, generated from the Sage CRM. The user is then able to approve the quote via the website for back office processing and fulfilment.

Since launching in August, the new Nisa International Website has received excellent feedback from trial users – showing both a steady increase in visitor numbers and orders placed, which Nisa International fully expect to continue over the next 12 months. Additional website features are already being scheduled for development, and Majestic and Nisa International look forward to building a successful partnership in the future.



## Project: Website Redevelopment

URL: [www.nisainternational.com](http://www.nisainternational.com)

### Features:

- Browsable product database of 20k live products (45k total)
- Fully internationalised – unlimited number of languages configurable
- ExportMaster product catalogue integration
- Sage CRM user integration
- Personalised product lists and order/financial history
- Order quotation approval system

### Results:

- Increased site visitor numbers
- Increased online orders