



PRICE COMPARISON WEB APP

CLIENT PROFILE

The client was looking for an ambitious and experienced team to be involved in an already decided business idea--the Hyper Niche Hotel Booking Price comparison portal.

BUSINESS CHALLENGE

The client wanted to provide its users not just a price comparison service but everything the users needed to have a sophisticated travel experience. To help customers in finding out the best deals online, the solution had to be scaled-up to reach maximum users.

The web portal required to have a simple yet distinct layout for the luxury of users. The solution also needed to deliver additional information from price, statistics, data, user guides, customer reviews and more to help its users make a better and informed decision.

SURETEK SOLUTION

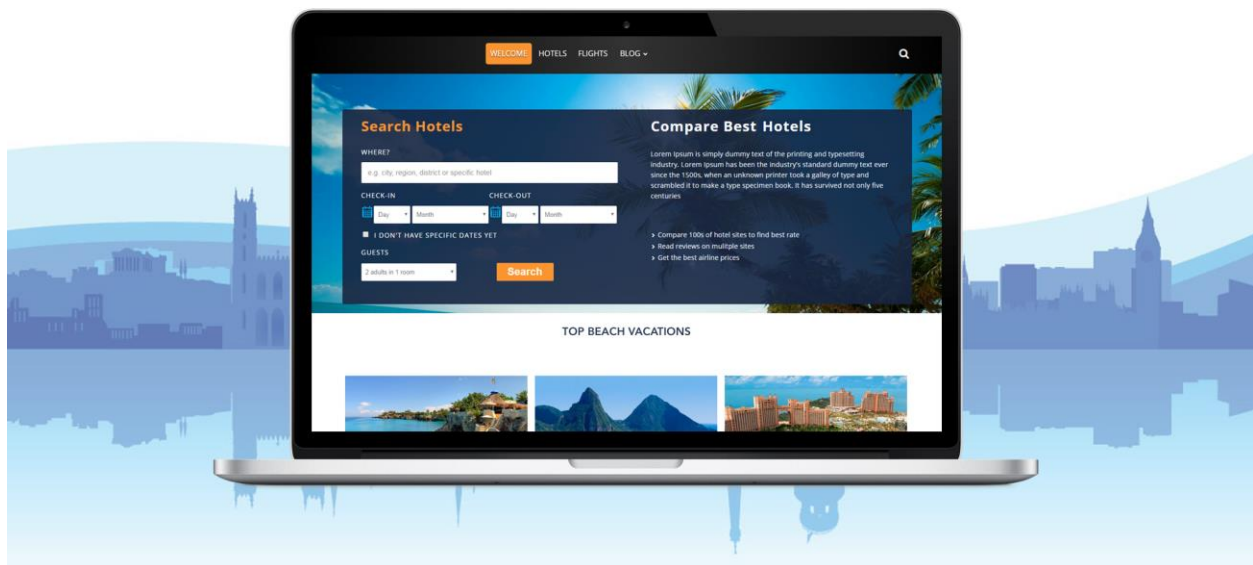
Suretek is the company that helps you create just the right app required to boost your business. The first step to a successful taxi business is that you understand the importance of an app. In the taxi ordering app, we provided various features that attracts a large number of customers.

We developed a platform with custom extension in OpenCart platform to the create price comparison engine.

Suretek's contribution and work profile:

- The OpenCart based developed web app solution is mobile friendly and has a simple layout for the users.
- Provided the ability of instant deal notification whenever some lowest online deal appears on the market to registered users.
- Developed an intuitive and easy-to-use web interface to monitor and manage all the content.
- Added new Compare Products feature that lets the user pick the products she/he wanted to evaluate and then lines them all up, side by side, so the user can compare ratings, prices, etc.
- Custom API for requesting/collecting data.
- The solution also involved implementing in-depth SEO, ongoing marketing efforts, social media presence and online advertising.
- Secure High-Performance Hosting that includes best in class security including data integrity & data protection.

- Provided extraordinary flexibility and controls for online store and administrator with OpenCart as a base.
- Implemented Email marketing integration along with managing main email template design.
- Google analytics integration to the solution to help monitor the performance and traffic on the web app.
- Integrated Price comparison tools & price analysis tools providing a wide selection of hotel all over the globe.
- Provided an ability to add blog summary and full blog post.
- Automatic catalog generator.
- We have created advance importer to import online deals, by feed in bulk or selective manner.
- Adequate training was provided to the admins for management of content.



TECHNOLOGIES USED

OpenCart, jQuery 1.12.4, PHP 7, MySQL, Google Analytics.