



Geo-Driven Order Routing Platform

(Presents of Mine, LLC, United States of America)

Industry: Retail, eCommerce, Franchise / Business Services Industry

Platform: Web

Tech Stack:

- CodeIgniter (PHP), Shopify API

Project Overview:

This is a web based private app working in sync with Shopify ecommerce store of a USA based Franchisor of personalised gifts. This platform collects orders from Shopify store and assigns them to nearest franchisee for the delivery. This app also calculates the amount franchisor needs to pay franchisee after deducting the credit card fees.

| Order ID | Customer Name | Subtotal | Tax | Shipping | Paid Price | Merchant Fees | Owed to franchisee | Created Date | Status |
|----------|---------------|----------|--------|----------|------------|---------------|--------------------|---------------------|-----------|
| #24554 | Kim Alcalá | \$24.61 | \$1.72 | \$0 | \$26.33 | \$0.92 | \$25.41 | 2017-05-13 04:35:43 | Fulfilled |
| #24629 | Tasha Smith | \$24.61 | \$1.72 | \$0 | \$26.33 | \$0.92 | \$25.41 | 2017-05-13 04:35:43 | Fulfilled |



Challenges / Problem Statement:

- In 2016, when Shopify was not having in-depth multi-location functionality, Franchisor had to manually check which franchisee/physical store is the nearest for the delivery location and then had to manually inform respective franchisee/physical store for the delivery.
- If the assigned franchisee doesn't have enough inventory for the delivery, then franchisor would be required to repeat the whole process again.
- This often resulted in delayed delivery causing inconvenience for the customers.
- As existing process was manual, franchisor had to manually keep track of how much they need to pay to each franchisee based on the delivery. They also had to calculate the credit card fee as franchisor received payment through Shopify online.

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Shopify

Edit Order Details

Order Details

| Item Name | Qty x Price | Total Price |
|--------------------------|-------------|-------------|
| Baby Quilt Light Pink | 1 x \$94.95 | \$94.95 |

Personalization Detail

Three Letter Monogram

Monogram Style

Female Format (Initial- First Name Initial, Last Name Initial, Middle Name- Last Name initial (optional))

Left Position Letter (First Name)

C

Middle Position Letter (Last Name)

B

Right Position Letter (Middle Name)

A

Embroidery Font

Cursive

Embroidery Color

Ivory

| | |
|------------------------------------|----------|
| Discount: DISCOUNTCODENAMEDOESHERE | - \$5.99 |
| Shipping Price | \$5.95 |
| Subtotal | \$90.96 |
| Total Tax | \$2.99 |
| GA State Tax 4% | \$2.20 |
| Forsyth County Tax 3% | \$1.71 |
| Merch Fee | \$2.13 |
| Owed to Franchisee | \$96.77 |
| Total | \$99.90 |

Franchisee

Blue Ridge

Customer Details

Customer Name: David E. Deutsch

Customer Email: chrish@businessmagpie.com

Customer Address

PO BOX 566

Helen, Georgia 30545

United States

200 Main Street, Unit 100

Dunwoody, Georgia 34066

United States

200 Main Street, Unit 100

Dunwoody, Georgia 34066

United States

PO BOX 3793

Blue Ridge, Georgia 30513

United States

150 Moonshine Hollow

Blue Ridge, Georgia 30513

United States

Billing Address

DAVID DEUTSCH

(404) 433-7322

944 E. MAIN, SUITE 1

BLUE RIDGE, Georgia 30513

United States

Shipping Address

Christian Mims TEST

(404) 433-7322

150 Moonshine Hollow

Blue Ridge, Georgia 30513

United States

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Design and Developed by Ittanta Technologies Pvt. Ltd.



Solution:

- We built a private app which synced orders from Shopify on regular frequency. It fetched order detail as well as customer detail from Shopify.
- Based on the postal code given in the delivery address, it will identify which franchisee is the nearest for that address and automatically assigns the order to that franchisee. This automation removed all manual efforts.
- In case, assigned franchisee doesn't have enough inventory, they can reject the order and then order gets assigned to second nearest franchisee.
- This automation reduced the time for order assignment as well as ensured timely delivery, making customers happy.
- Both franchisor and franchisee can see the no. of orders delivered, order amount and the total balance which franchisor needs to pay to franchisee. This increased transparency while avoiding the ambiguities.

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Accepted Orders : 3 Fulfilled Orders : 154 Pending Payments : \$7021 79 Franchisees Blue Ridge

Edit Order Details

Order Details

#24643

Accepted Order: Accepted by Blue Ridge

| Item Name | Qty x Price | Total Price |
|----------------------|-------------|-------------|
| Gift Card \$50.00 | 1 x \$50.00 | \$50 |
| Shipping Price | | \$5.95 |
| Subtotal | | \$50.00 |
| Total Tax | | \$0.00 |
| Total | | \$50.00 |

Status Accepted

Customer Details

Customer Name: Mary Ann Entrekin
Customer Email: eentrekin@cfl.rr.com

Customer Address

1333 Classic Drive,
Long wood ,Florida-32779
United States

Billing Address

Mary Ann Entrekin
4072526756
1333 Classic Drive,
Long wood ,Florida-32779
United States

Shipping Address

No address set

Types of Users

- Franchisor - Admin
- Franchisee / Physical Store



Key Features

Franchisor - Admin

- Auto-sync with Shopify to fetch orders on regular frequency
- Fetch complete order detail along with the customer detail
- Auto-assignment of orders to nearest franchisee
- Re-assign order to second nearest franchisee in case of rejection
- View all orders and search/filter based on different parameters
- Franchisee detail view – Check summary of orders delivered, cancelled, rejected
- Franchisee detail view – pending payment
- Franchisee wise sales/delivery and payment reports

| Franchise ID | Name | Email | Contact Number | Status |
|--------------|--------------|-------------------|----------------|--------|
| 1 | KFC | kfc@gmail.com | 8888888888 | Active |
| 2 | US Pizza New | uspizza@gmail.com | 9999999999 | Active |
| 4 | Dominoz | dominoz@gmail.com | 7777777777 | Active |
| 5 | Fassoos | fassoos@gmail.com | 5555555555 | Active |



Logo

Orders Franchise Admin

Edit Order Details

Order Details

| Item Name | Qty x Price | Total Price |
|--------------------|-------------|-------------|
| Big Gulp Soda | 1 x 23.00 | 23 |
| Cups/Game day gulp | | |
| | | Total 24.61 |

Franchise:
-Select Franchise-

BACK
SUBMIT

Customer details and address

Customer Details

Customer Name: David Mathis

Customer Address

311 N Cashen Valley Rd
Blue Ridge, Georgia 30513
United States

Billing Address

David Mathis
(706) 455-7949
311 N Cashen Valley Rd
Blue Ridge, Georgia 30513
United States

Shipping Address

David Mathis
(706) 455-7949
311 N Cashen Valley Rd
Blue Ridge, Georgia 30513
United States

Order Details and a can also assign this order to your franchise

Franchisee / Physical Store

- View assigned orders
- Search/filter orders based on different parameters
- Print the order
- View own sales report
- View payment report

Logo

Orders Franchise Admin

Orders

Order Listing Which is grab from shopify store using private app.

| Order ID | User | Total Price | Financial Status |
|----------|---------|-------------|------------------|
| #20-4234 | 3686962 | 23.54 | paid |
| #20-4235 | 3686962 | 22.44 | paid |
| #20-4236 | 3686962 | 14.95 | paid |
| #20-4237 | 3686962 | 63.05 | paid |
| #20-4238 | 3686962 | 19.22 | paid |
| #20-4239 | 3686962 | 208.36 | paid |