

# Intuitive, Scalable Mobile App for Grocery Retail Chain



## Brief

**Industry:** Food, Retail & eCommerce  
**Location:** Canada  
**Technology:** Salesforce  
**Case Study:** Intuitive, Scalable Mobile App for Grocery Retail Chain

## Client Overview

- One of Canada's largest real estate investment trusts with total assets in excess of \$9.3 billion
- They own a retail venture, which is a chain of free convenient pickup centres across the country





## Goals

- To build a scalable device, well-monitored and well-created mobile app that manage orders, promo codes, stock and inventory, location based product catalogue
- To bring farm-fresh, quality food to the city which is sourced locally and delivered exclusively through their pickup centres.







## Challenges


AIMDek solutions leveraged clients hurdles and aided them to find out what was missing. Our team came to know few things which the clients was facing as a challenge.

-  Unique objective of bringing in quality farm-fresh food to the city people.
-  Customer should be able to pre-order their groceries and select the location convenient for them to pick it up.
-  The requirement for an intuitive secure mobile app that connects the customers and grocery stores.
-  App should be able to manage the stock, orders, payment and real-time sync with the central server.

## Solutions

The team at AIMDek made it easy for shoppers to locate the stock products they want to create a good product experience for your app. Given the number and variety of products available to consumers, this is easier said than done. One way to do this is to refine the browsing structure and search of your app.

-  Intuitive mobile app synced with the central system.
-  Customers can add products to the cart and place an order on-the-go.
-  Accessing their current location the app will automatically list 5 pick-up centres around customers vicinity.
-  App was integrated with secured payment gateway.

-  Client's system had the capability to:
- Manage orders
  - Manage promo codes
  - View and manage stock and inventory

## Results

- Our mobility solution aligned everything at a centralised platform, which gave the end user of our clients a scalable way of placing an order
- Successfully delivered the app that made the orders processed to check out at an ease.
- Leveraged the extensive expertise to analyze food retail industry app experiences and identify ways to improve grocery store apps.
- AIMDek curated a successful app that worked to satisfy these needs either entirely within the app itself or through the complete multi-channel experience of the grocery store for the end user and our client.



### CANADA

7030 Woodbine Avenue, Suite 500,  
 Markham, Ontario, L3R 6G2, Canada  
 +1 647-243-6116  
 marketing@aimdek.com

### INDIA

907 Times Square 1, Thaltej - Shilaj Rd, Opp.  
 Rambaug, Ahmedabad, Gujarat 380059  
 +1 844-744-4423 | +91 787-478-8766  
 marketing@aimdek.com

### USA

5900 Balcones Drive Suite 100.  
 Austin, TX, 78731- 4298  
 +1 647-243-6116  
 marketing@aimdek.com