

# CASE STUDY

**RoweryStylowe.pl**  
*Rower to nie tylko sport*



**MSERWIS.PL**  
NARZĘDZIA DLA E-BIZNESU

# PROJECT

A bicycle store and repair shop **RoweryStylowe.pl** is one of the first companies in the Polish market professionally engaged in the sale of Dutch bicycles.

The company is an official representative of leading brands producing Dutch bicycles and accessories, which is why it offers a full range of products from the most respected Dutch companies, such as Sparta, Batavus and Gazelle.

# CHALLENGE

Along with broadening of the product range, the client (RoweryStylowe.pl) wished to create dedicated online shops for individual bicycle brands.

The shops were to be modeled on an existing store: **RoweryStylowe.pl**. Their number was not clarified at the beginning because the client wanted to launch subsequent stores in various time intervals.

One of the major problems of the client was managing several stores at the same time. Indeed, administration of each of them individually would be time-consuming and organizationally inconvenient. In addition, launching a separate store at a time would generate high costs for the client.



# IMPLEMENTATION



After a careful analysis of the problem we decided that the best solution in this situation would be to rebuild the current online store, so that one system could operate independent (from the perspective of potential buyers) online stores.

So, we suggested that we could create a multistore enabling to build an unlimited number of stores under various Internet addresses (domain names) which could all be administered from a single control panel.

When designing functionalities of the multistore we decided that all the separate stores will be using only one database.

What has the client gained this way? Such a database infrastructure greatly improved the process of adding new products. If the client wants to put up for sale the same product in several stores, creating separate products for each of the stores is not necessary any more – it is enough to simply choose a product and select stores and categories in which it should be displayed.

In addition, we added a feature which enables the client to define unique product descriptions for each of the stores (it is possible to use the same description for all the stores or create separate unique

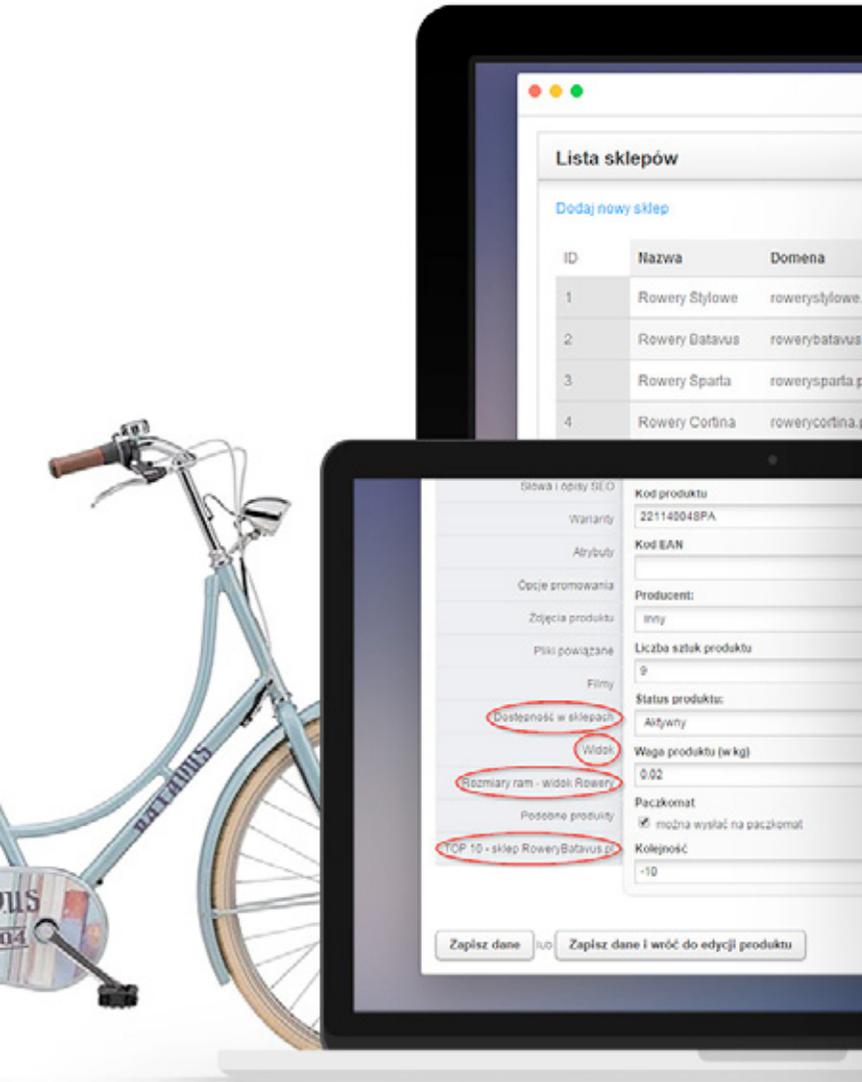
descriptions).

The implementation of the proposed solutions required changes in the core of the existing system. As a result, it was necessary to carry out a number of tests, including performance tests and tests related to the system safety.

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*We created a multistore which enables adding an unlimited number of stores under various domain names.*





## RESULTS

Thanks to an earnest approach and commitment, after three months of work a fully scalable multistore system was created. Solutions suggested and implemented by MSERWIS greatly improved the work of the client who now spends significantly less time to manage several stores at the same time thanks to one database that can be administered from a single script (one admin panel). Also, the joint database makes it possible for the client to efficiently add products to several stores at the same time, increasing productivity.

In addition to information that can be changed for each store, i.e. its name, domain name or template, we have implemented a series of improvements in selected stores. Among other things, a feature enabling to define the view of the product. As a result, in any store a product's view can be altered and adapted.

Also, the multistore project was beneficial for the client in financial terms because developing each of the stores individually would be a much more expensive solution.