



SOME OF SUCCESSFUL PROJECTS (CASE STUDIES)

(VERSION 2.0)

CODING TOMORROW'S PROFESSIONALS



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ROYAL LEATHER INDUSTRIES LTD.
ROYAL IN QUALITY

ABOUT CLIENT

ROYAL LEATHER INDUSTRIES LIMITED IS A VERTICAL UNIT PRODUCING FINISHED LEATHER FOR SHOES, GARMENTS, HANDBAGS AND FURNITURE. IT COMPRISES OF LEATHER TANNERY AND STITCHING FACTORIES FOR GARMENTS AND FURNITURE ARTICLES

OBJECTIVES

1. IMPROVE OVERALL SITE ARCHITECTURE AND NAVIGATION TO ENABLE EASIER BROWSING AND A MORE FRICTION LESS EXPERIENCE
2. CREATE A USER-FRIENDLY AND VISUALLY APPEALING PRODUCT STORY WITH IMPROVED NAVIGATION AND FILTERING
3. BUILD OUT A ROBUST PRODUCT SHOW CASE FUNCTIONALITY FOR BOTH LOCAL AND INTERNATIONAL CLIENTS, WHICH IN-TURN INCREASE THE SALE
4. DRAMATICALLY IMPROVE SEO PERFORMANCE AND CONTENT MARKETING OPPORTUNITIES
5. IMPLEMENT A FULLY RESPONSIVE SOLUTION BACKED BY CMS
6. THE CMS (CONTENT MANAGEMENT SYSTEM) MUST PROVIDE THE FACILITY TO ADD PRODUCTS, BROADCAST NEWSLETTERS, EVENTS AND BANNERS ETC.

OUR APPROACH

ROYAL LEATHER INDUSTRIES LIMITED AS A PRODUCER AND EXPORTER OF FINISHED LEATHER GOODS AND HIDES WANTED TO KEEP THEIR WEBSITE AND IT'S CONTENT SIMPLE, BUT THEY HAD RECOGNIZED A NEED TO IMPROVE THEIR DIGITAL STRATEGY AND CONTENT MARKETING. THIS WEBDESIGN PROJECT WAS DRIVEN BY CONTENT STRATEGY: CREATING AN ENGAGING PRODUCT CATALOGUE SITE ALONG WITH EXHIBITION OF QUALITY STANDARDS AND CERTIFICATIONS THEY HOLD, AND DEEPENING



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THEIR EXISTING CONTENT FOR BOTH SEARCH AND USER EXPERIENCE. WE WANTED TO PROVIDE MORE OPPORTUNITIES FOR VISITORS TO GET TO KNOW RLI, WITH MORE CONTENT AROUND SUSTAINABILITY, ENVIRONMENT-FRIENDLY POLICY, AND UP TO THE MARK INTERNATIONAL STANDARDS

USING THE LATEST WEB TECHNOLOGIES CODING PRO Ľ PAKISTAN DESIGNED AND DEVELOPED THE FRONTEND AND BACKEND OF THE WEBSITE. WE PROVIDED THE ABILITY TO ADD UNLIMITED PRODUCTS, EVENTS, AND EMAIL NEWSLETTERS ALL BY THEMSELVES WITHOUT EVER INVOLVING CODING PRO IN FUTURE

WHERE TO FIND

THE WEBSITE IS LIVE AND RUNNING [HTTPS://ROYALLEATHERIND.COM](https://royalleatherind.com)



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ABOUT CLIENT

ZEITUNDZUTRITT IS A GERMAN COMPANY WHICH PROVIDES TIME RECORDING SOLUTIONS FOR SMALL AND MEDIUM-SIZED ENTERPRISES. WITH ZEITUNDZUTRITT COMPANIES FIND THEIR SOLUTION FOR PERSONNEL TIME RECORDING, ORDER TIME TRACKING AND TRACKING AS WELL AS ACCESS CONTROL FOR THEIR COMPANY

PROJECT BRIEF

THE CLIENT WANTED TO BUILD A PRODUCT THAT CAN BE INSTALLED AT SHOPS AND SMES. A SYSTEM THAT LOGS THE ATTENDANCE, WORKING HOURS, BREAKS AND DETAILS ABOUT EMPLOYEE PRESENCE AT PREMISES. THE SYSTEM THEN CALCULATES THE TOTAL HOURS WORKED AND TOTAL WAGES AT THE MONTH-END

OBJECTIVES

1. USE COST-EFFICIENT HARDWARE FOR IDENTIFICATION OF EACH EMPLOYEE (KEY-CHAIN EMBEDDED RFID USED)
2. THE SYSTEM SHOULD BE USER-FRIENDLY EVEN FOR ELDERLY PEOPLE
3. THE SYSTEM SHOULD BE FAULT-TOLERANT W.R.T POWER AND INTERNET CONNECTIVITY
4. DRAMATICALLY IMPROVE SEO PERFORMANCE AND CONTENT MARKETING OPPORTUNITIES
5. IT SHOULD BEHAVE AS A PLUG AND PLAY DEVICE WITH NO ADDITIONAL NETWORKING AND WIRINGS REQUIRED
6. ENTRIES MADE IN REAL-TIME SHOULD BE BACKED-UP AT MULTIPLE LOCATIONS SINCE ALL THE OPERATIONS INVOLVED ARE MISSION-CRITICAL



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OUR APPROACH

ZEITUNDZUTRITT AS A TRUSTED NAME WANTED A PRODUCT THAT CAN BE RELIED UPON. SO, FOR THIS NEW VENTURE, THEY REQUIRED AN OPTIMIZED AND ERROR-FREE SOLUTION, WHICH IS UP TO THE PAR WITH MODERN DESIGN AESTHETICS AND UN-CLOGGED USER EXPERIENCE TO COMPETE WITH OTHER PRODUCTS. HERE AT CODING PRO - PAKISTAN OUR TEAM THOROUGHLY STUDIED THE REQUIREMENTS AND IMPLEMENTED THE SOLUTION USING 7" TOUCH SCREEN MOUNTING WITH RASPBERRY PI 3 AS A MICRO-CONTROLLER. RFID TECHNOLOGY WAS USED FOR USER

THE USER WAS TO SCAN ITS FOB-KEY AT THE TERMINAL AND SELECT THE PURPOSE OF ENTRY. ONCE THE ENTRY WAS MADE IT WAS STORED ON THE SYSTEM AND SIMULTANEOUSLY UPLOADED TO THE GOOGLE CLOUD. AT THE BACKEND, GOOGLE CLOUD WAS USED AS A DATA STORAGE UNIT

WHERE TO FIND

YOU CAN BUY TERMINAL [HTTPS://ZEITUNDZUTRITT.DE](https://zeitundzutritt.de)



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BAHU CHEMICALS

ABOUT CLIENT

BAHU CHEM IS A COMPANY WHICH DEALS IN LEATHER PROCESSING CHEMICALS AND KNOWN FOR ITS RELIABILITY, QUALITY, ACCOUNTABILITY SLOGAN. THEIR BELIEF IS TO PROVIDE THEIR CLIENTS FAST AND HASSLE-FREE SUPPLIES ON TIME.

PROJECT BRIEF

THE BUSINESSES NOWADAYS ARE SHIFTING TOWARDS DIGITALIZATION IN OFFICE WORK. WHEN BAHU CHEM SHIFTED FROM MANUAL ENTRIES REGISTERS TO COMPUTERS THEY WERE OVERWHELMED DUE TO SHEER AMOUNT OF EXCESS WORK THEIR STAFF HAVE TO DO WHILE MAKING ENTRIES AND REPORTING. THE PROBLEM WAS: THEIR SYSTEMS WERE NOT INTERCONNECTED AND RUNNING THE SOFTWARE IN A DECENTRALIZED MANNER

OBJECTIVES

1. ACCESS TO ANY CLIENT COMPUTER FROM ANYWHERE IN THE WORLD.
2. RESTRICTED ACCESS TO FILES AND SOFTWARE.
3. RESTRICTED ACCESS TO COMPANY INNER DETAILS.
4. A SECURE SYSTEM TO WORK ON.
5. ACCESS TO MULTIPLE MACHINES FROM ANY CLIENT COMPUTER.
6. APPROVAL FOR ANY FILE OR SOFTWARE ACCESS.
7. ADMIN CAN LOOK OVER EVERY TASK GOING ON FROM ONE COMPUTER WITHOUT LEAVING CHAIR AND LETTING THE EMPLOYEE KNOW THAT THEY ARE BEING WATCHED



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OUR APPROACH

CODING PRO HELPED THEM TO BE ON TOP BY PROVIDING CONSULTANCY AND IMPLEMENTING SMALL NETWORK SETUP. NOW THEY HAVE ONE 24/7 RUNNING SERVER. MANY COMPUTERS CAN NOW ACT AS CLIENTS TO THAT SERVER AND THE STAFF CAN WORK SMOOTHLY ON CLIENT COMPUTERS. THE MAIN SERVER IS THE HEART OF NETWORK WHICH CAN GET USERS CONNECTIVITY REQUEST FROM ANYWHERE IN THE WORLD. THUS MAKING THE REMOTE ACCESS FOR TOP MANAGEMENT POSSIBLE. NOW, THE COMPANY SAVES A LOT OF TIME, ALL POSSIBLE DUE TO THE SMOOTH COL-

WHERE TO FIND

CAN BE CONTACTED FOR DETAILS INFO@BAHUCHEM.COM



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ABOUT CLIENT

GLAMOURBYMA IS A MAKEUP STUDIO BY MS. MAHA ANJUM A YOUNG ASPIRING LADY. THE STUDIO IS A BOLD STARTUP INTENDED TO SPREAD AWARENESS AMONG THE WOMEN OF PAKISTAN ABOUT THE ORIGINALITY OF MAKEUP PRODUCTS, SHARING TIPS & TECHNIQUES, ETC.

PROJECT BRIEF

SINCE GLAMOURBYMA'S WANTED TO BRING REFORM IN THE MAKEUP INDUSTRY OF PAKISTAN, FUNDS WERE NEEDED TO MAKE IT HAPPEN. THEY WANTED TO PROVE THEIR CAPABILITIES TO AS MANY PEOPLE AS POSSIBLE IN A SHORT TIME & LIMITED BUDGET. FOR THAT THEY NEEDED REAL CLIENTS TO PAY THEM OFF

OBJECTIVES

OUR TASK WAS TO DEVELOP A MARKETING STRATEGY, ENHANCING THEIR CONTENT, & GAINING MAXIMUM REACH BY EXPLOITING ALL THE MEANS AVAILABLE ON A SOCIAL PLATFORM LIKE HASHTAGS, MENTIONS, LOCATIONS & TEXT ETC.

OUR APPROACH

CODING PRO HELPED THEM TO BE ON TOP BY PROVIDING CONSULTANCY AND IMPLEMENTING SOME GROWTH HACKING STRATEGIES SUCH AS WHEN TO POST, WHAT TO POST, COPYWRITING CONTENT. AND GOT 386 ORGANIC FOLLOWERS IN A MONTH JUST BECAUSE OF THE RIGHT USE OF KEYWORDS, HASHTAGS, MENTIONS AND LOCATION.

CAN BE SEARCHED ON INSTAGRAM @GLAMOURBYMA



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ABOUT CLIENT

SIX B FOOD INDUSTRIES (PVT.) LTD PRIDES ITSELF AS ONE OF THE LEADING MANUFACTURERS IN THE MULTI-CATEGORY OF BRANDS SPANNING ACROSS CONFECTIONERY, BEVERAGES & CULINARY. THE COMPANY IS A WELL-ESTABLISHED OUTFIT WITH ITS NATIONWIDE DISTRIBUTION NETWORK. THEY STARTED THEIR JOURNEY IN THE WORLD OF CONFECTIONARY & BEVERAGES IN 1985 UNDER THE OWNERSHIP OF MR. MUHAMMAD TAHIR ANJUM (CEO). THEIR PRODUCT RANGE NOW CROSSES OVER EIGHTY ITEMS.

PROJECT BRIEF

THE CLIENT WANTED COMPLETE RE-DESIGN AND DEVELOPMENT OF SIX-B WEBSITE. THE KEY AIM OF THIS PROJECT WAS TO DELIVER AN OUTSTANDING BRAND & AN INTERACTIVE ONLINE EXPERIENCE FOR USERS, TO SIMPLY AND QUICKLY ACCESS INFORMATION ON SIX-B'S PRODUCTS.

OBJECTIVES

1. TO INCORPORATE LATEST DESIGN TRENDS INTO THE NEW WEBSITE & KEEP THE AESTHETICS CONSISTENT WITH THEIR COLOR THEMES.
2. THE OLD WEBSITE SERIOUSLY LACKED ALL OF SIX-B'S PRODUCT LISTING & SHOWCASING IN ANY APPROPRIATE WAY. OUR MAJOR TASK WAS TO ADD ALL PRODUCTS, THEIR FLAVORS AND PACKING SIZES ON THE NEW WEBSITE.
3. THE WEBSITE SPEED & LOADING TIME SHOULD BE KEPT UNDER 2.5 SECONDS. IT SHOULD BE RESPONSIVE ON ALL SCREEN SIZES LIKE MOBILES, TABLETS, DESKTOPS & TVS ETC.
4. PROVIDING A BACKEND SYSTEM TO THE COMPANY FOR ADDING, CHANGING & REMOVING BANNERS, VIDEOS, PRODUCTS AND JOBS ETC.



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OUR APPROACH

AS OUR FIRST EXPERIENCE WITH ANY FMCG, WE TOOK THIS TASK AS AN OPPORTUNITY FOR LEARNING. WE EXPERIENCED THAT THE MEDIA TEAM OF SIX-B WAS ACTIVE ON SOCIAL MEDIA AND THEY WERE WELL AWARE ABOUT TECH AND TRENDS. TOGETHER WITH THEIR TEAM'S OUTPUTS OUR DESIGNERS MADE A MIX OF PROFESSIONAL AND FUNKY DESIGN. OUR UX DEVELOPERS KEPT THEIR EYES ON THE OVERALL USER EXPERIENCE & SUGGESTED CHANGES IN DESIGN WHERE NEEDED. AFTER DESIGN FINALIZATIONS OUR DEVELOPMENT TEAM COMPLETED THE PROJECT IN

OF THE CLIENT.

WHERE TO FIND

THE WEBSITE IS LIVE AND RUNNING [HTTPS://SIX-B.COM](https://six-b.com)



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ABOUT CLIENT

007 SHOES IS AN ITALIAN SHOE BRAND WITH ITS STITCHING & PRODUCTION UNITS IN PAKISTAN. THE BRAND STARTED IN NOVEMBER 2019, NOW EXPANDING ITS WAREHOUSES ACROSS EUROPE. WITH HIS EXTENSIVE EXPERIENCE IN LEATHER & THE DESIGN INDUSTRY OF ITALY, MR IMDAD FOUND THE NEED OF AN ECOM SHOP TO EXPAND HIS BUSINESS OPPORTUNITIES.

PROBLEM STATEMENT

THE CLIENT WANTED A MULTI-LANGUAGE FULLY FEATURED ECOM STORE FOR ONLINE ORDERS. THE CLIENT ASKED FOR A USER FRIENDLY DESIGN WITH PREMIUM AND EXECUTIVE LOOKS. THEY WANTED SOCIAL MEDIA PAGES INTEGRATIONS ALONG WITH AN EASY TO USE BACK PANEL FOR ADMIN.

OBJECTIVES

FOLLOWING ARE SOME PROMINENT & CHALLENGING FEATURES REQUESTED BY THE CLIENT.

1. MOBILE-FRIENDLY WEBSITE SINCE MOBILE SHOPPING ACCOUNTS FOR 50% OF ONLINE TRANSACTIONS.
2. HIGH-RESOLUTION PHOTOS & VIDEO TO SHOWCASE ALL ASPECTS OF THE PRODUCT
3. SPECIAL OFFERS BASED ON USER BUYING HABITS AND HISTORY OF PURCHASE
4. PERSISTENT SHOPPING CART EVEN AFTER THE PAGE IS CLOSED
5. ACCEPT ALL PAYMENT METHODS W.R.T TO THE CUSTOMER'S COUNTRY OF ORIGIN.



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OUR APPROACH

CODING PRO APPRECIATES HIGH QUALITY WORK OF OUR FELLOW INDUSTRY EXPERTS AND KNOWS ITS STRENGTH & WEAKNESSES. WE STRONGLY BELIEVE IN THE WORDS OF **DANIEL GOLEMAN** THAT

“THE WILLINGNESS TO ADMIT YOUR WEAKNESSES AND YOUR VULNERABILITIES ARE ACTUALLY VERY POWERFUL”

SO, DEVELOPING AN ECOMMERCE STORE FROM SCRATCH IS CONSIDERED A HUGE MISTAKE NOWADAYS. A SINGLE ECOMMERCE STORE INVOLVES HIGHLY SENSITIVE OPERATIONS LIKE INVENTORY MANAGEMENT & PAYMENTS HANDLING. THE SOFTWARE INDUSTRY AS A WHOLE BELIEVES THAT INSTEAD OF SPENDING TIME AND EFFORT ON INDIVIDUAL STORES BY MANY DEVELOPERS, LET THE BIG NAMES WORK ON A SINGLE PROJECT AND UTILIZE, AMEND AND CHANGE ACCORDING TO INDIVIDUAL NEEDS.

CODING PRO HAS PARTNERED WITH PREASTASHOP, ITS A FRAMEWORK POWERING 200,000+ STORES. OUR SKILLED DEVELOPERS CHANGE THE STORE, ACCORDING TO CLIENT NEEDS.

WHERE TO FIND

THE PROJECT IS STILL UNDER DEVELOPMENT, BUT THE MOST RECENT VERSION COULD BE FOUND [HTTPS://007SHOES.SHOP/PS](https://007shoes.shop/ps)



WHERE TO FIND US

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