Eat Well, Live Well.

Ajinomoto (Thailand) Co., Ltd.

Ajinomoto eCommerce (EC) Site Development Project

Introduction

The EC site project stemmed from the goals of Ajinomoto Thailand (1) To ensure retention and growth of the company's overall market share and presence especially on modern channels and (2) To have a swift, smooth, and increased quantity of future product users. With this, an initial review of the use of LINE MyShop (MS) focusing on Food Vendors (FV) was done. This aims to focus on a controlled environment and demographic, to release a "Closed EC" for loyal users.

Results and Findings

Over the course of the three (3) trial period of the LINE MS, there were critical points for improvement that were uncovered.

1. **Complicated UI** – Ordering via the channel requires redundant steps which interferes with the seamless nature that an EC site needs to offer. Furthermore, user and order information is not easily accessible and viewable on the side of the service provider.
2. **Promotion and Reward Flexibility** – Limited promos and rewards can be accommodated.

3. **Data Integration** – External application integration for seamless data transfer and syncing is not possible which causes the retention of existing manual tasks.
4. **Data Analysis** – Data mapping, and reporting is difficult to generate and require manual intervention which is time consuming.
5. **Customer Relations Management** – Different PICs can only communicate with customers across different chats which does not provide a seamless customer experience.

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Using Shopify Framework to resolve UI/UX concerns

In order to resolve the results and findings found during the 3-month trial and review of LINE MS, a different framework or system needs to be introduced. As such, the Shopify Framework was selected in order to maximize the utilization of its built-in capabilities such as its store builder, backend CRM, order processing and fulfillment, and CMS features. Furthermore, the platform offers an app-rich ecosystem and integrates well with a lot of automation and 3rd party apps.

Shopify also provides a robust store and content management feature, which allow store owners flexibility in terms of theme, page, and content management.

System Integration

To further increase effectiveness and efficiency, aside from the use of the Shopify Framework, a Middleware system was developed in order to facilitate the integration and data syncing between the Shopify store and Ajinomoto TH's systems (i.e. SAP, LINE, and Flash). The middleware is responsible in receiving, transforming, and pushing data between Shopify and the different systems. With the Middleware we were able to automate the highly tedious and time-consuming processes of manually transforming and syncing data from the EC site to the client's operational tools and systems.

Shopify and Middleware Features and Functionalities

Shopify Storefront:

1. Landing Page
2. Product and Catalog Page
3. Text-based Pages
4. Customer Registration and Authentication
5. Cart and Checkout Page
6. Account Management Page

Shopify Admin:

1. Order and Product Management
2. Customer and User Management
3. Reports Generation and Analytics

Middleware:

1. LINE Communication and Integration
2. Order Data Export (SAP and Flash)
3. Customer and Order Data Mapping and Syncing

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The AJT B2B EC Site now

Although not yet released to the 37 Depots across the whole of Thailand, the AJT Shopify B2B EC Site has now been functioning for around 6 months, across 3 distribution depots, has 1500+ registered customers, and a total of 3800+ orders translating to roughly Baht (฿) 1.5 Million+ in total sales.

Furthermore, AJT was already able to launch two (2) promotional campaigns, Minimum Order Spend Get Free Product and Buy 1 Get 1. Also two (2) other promotional campaigns are soon to be launched, the Loyalty Program and the 7 Case Discounts.

Total orders
3,894

Total sales
฿1,580,415.00
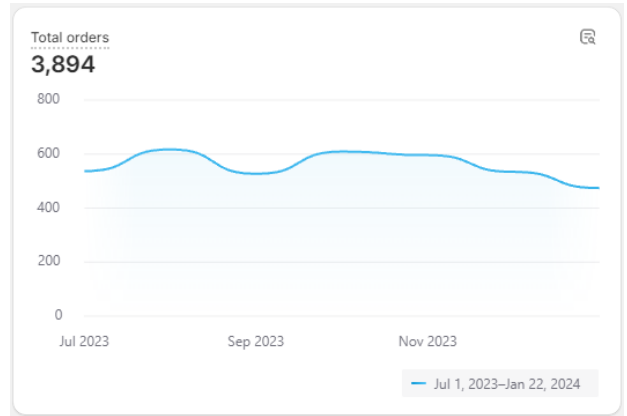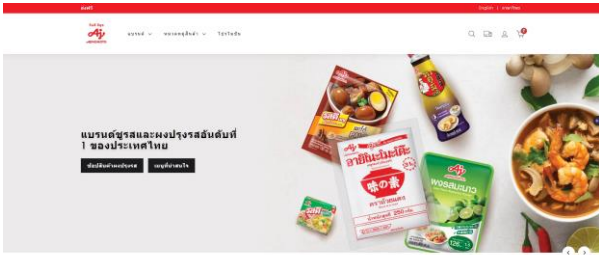
1575 customers | 100% of your customer base

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