solution25®

80+ Shopware certificates
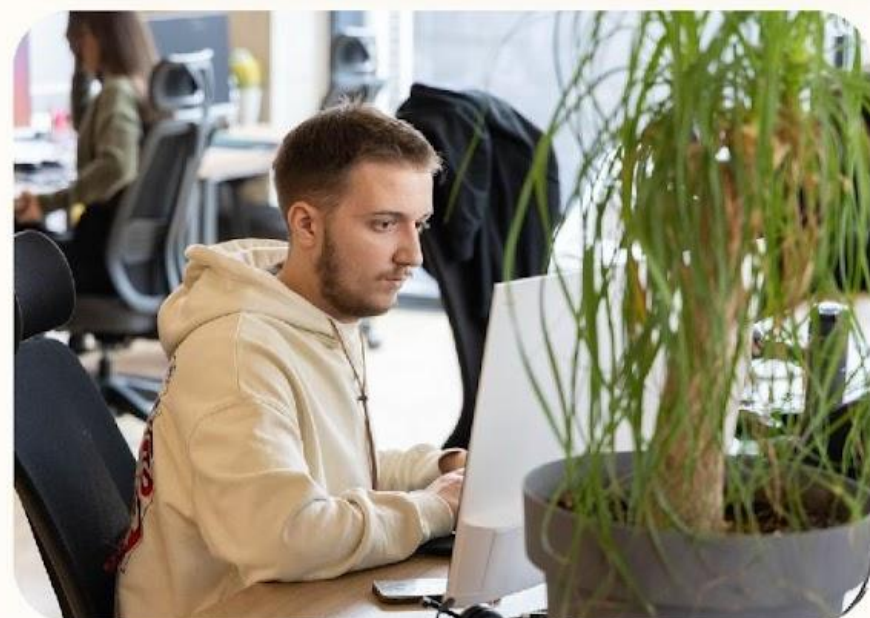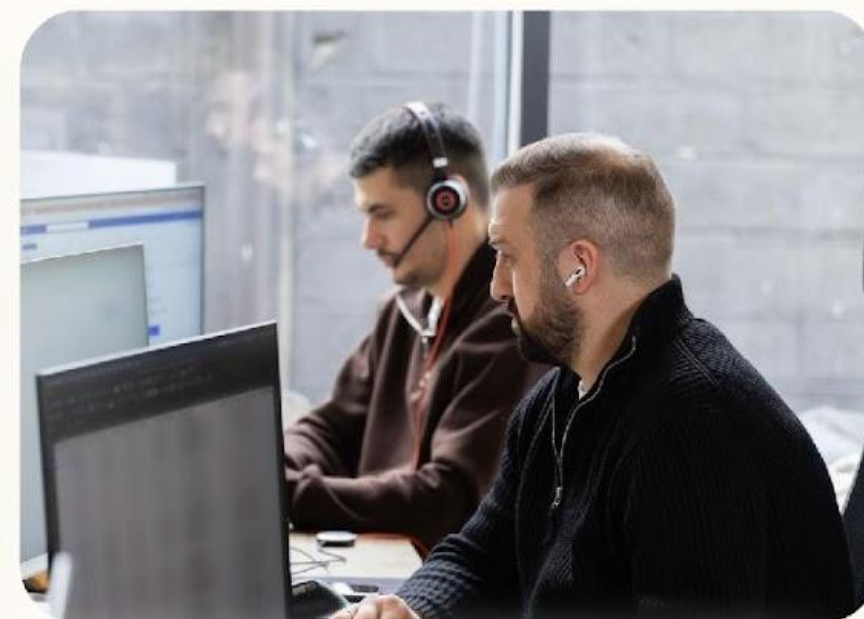
	shopware	Certified Advanced **Developer** 6
shopware	Certified Advanced **Template Designer** 6
shopware	Certified **Solutions Specialist** 6
shopware	Certified **PaaS Specialist** 6

15+

Years in
E-Commerce

60

Professional
developers

80+

Shopware
certificates

shopware | Certified **Advanced** Developer | 6

shopware | Certified **Advanced** Template Designer | 6

shopware | Certified **Solutions** Specialist | 6

shopware | Certified **PaaS** Specialist | 6

5

Designer &
Marketing
Experten

200+

Projects

10+

Security &
IT Support
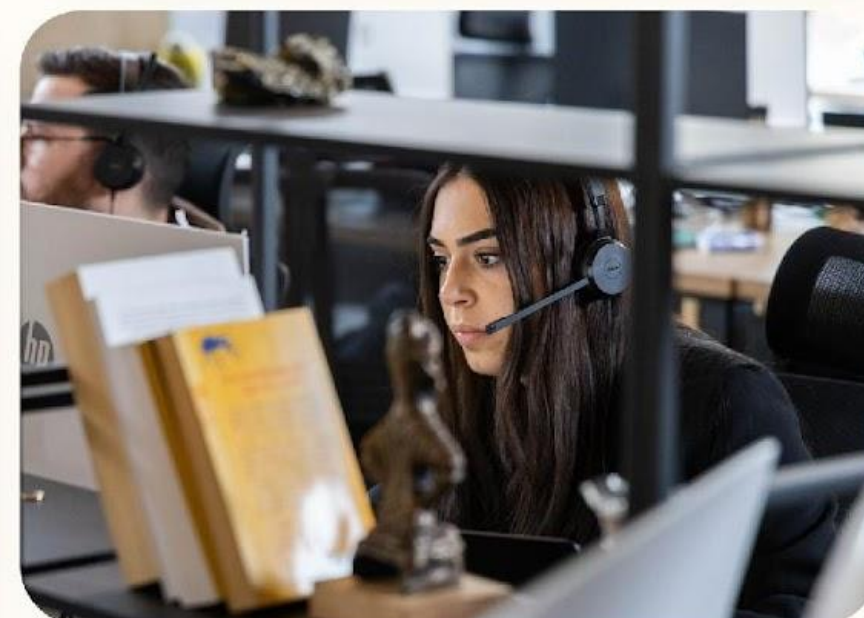
Building a marketplace on Shopware: Foleja case study

Noara Bilalli & Shefqet Maloku – solution25 – 06.02.2025

Overview of Foleja

- Foleja is an e-commerce platform similar to Amazon, built from online shop technology.

- Developed alongside Shopware with additional parallel software for database efficiency.


EUROPE MARKET

BALKAN MARKET

Service for manufacturers to reach the Europe Market
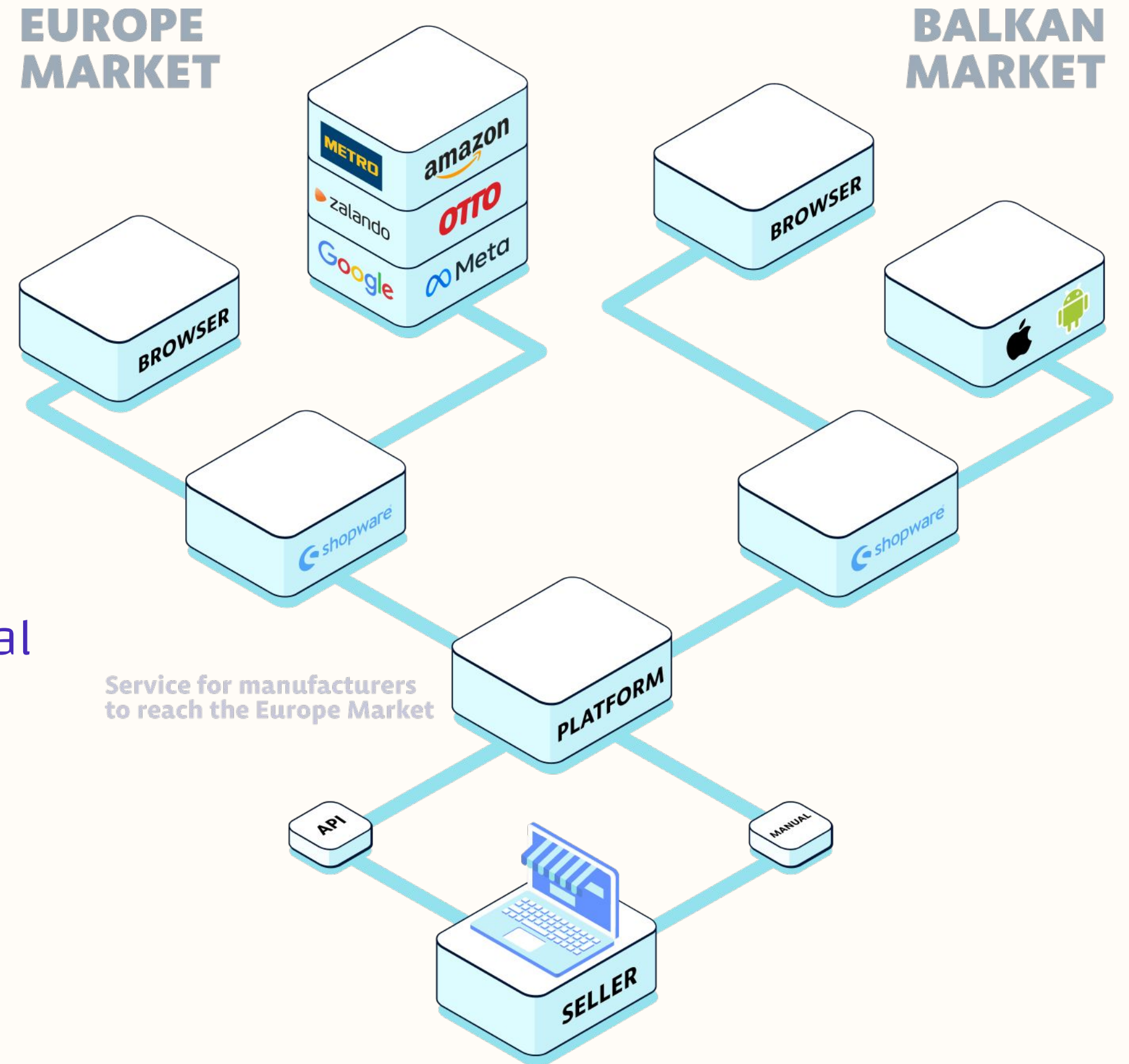
Reseller Process

- Resellers apply, get approved, and can add their products after review.

- Products are published once approved and can be deactivated or updated with approval.
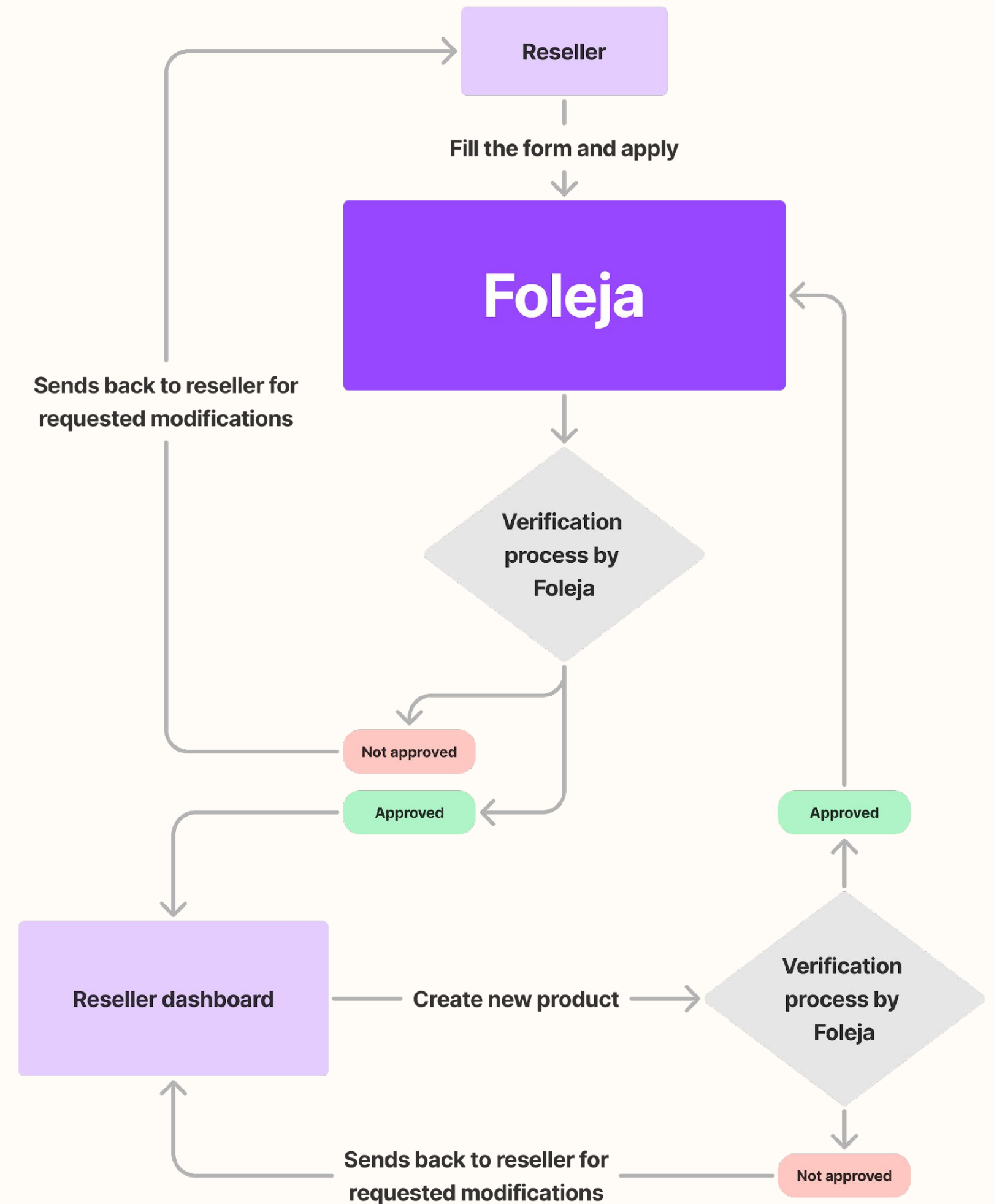
Large Reseller API Integration

- Large resellers can use Foleja's API.

- AI ensures content quality control for up to **100,000 products.**

- Bulk updates can be made by product managers.
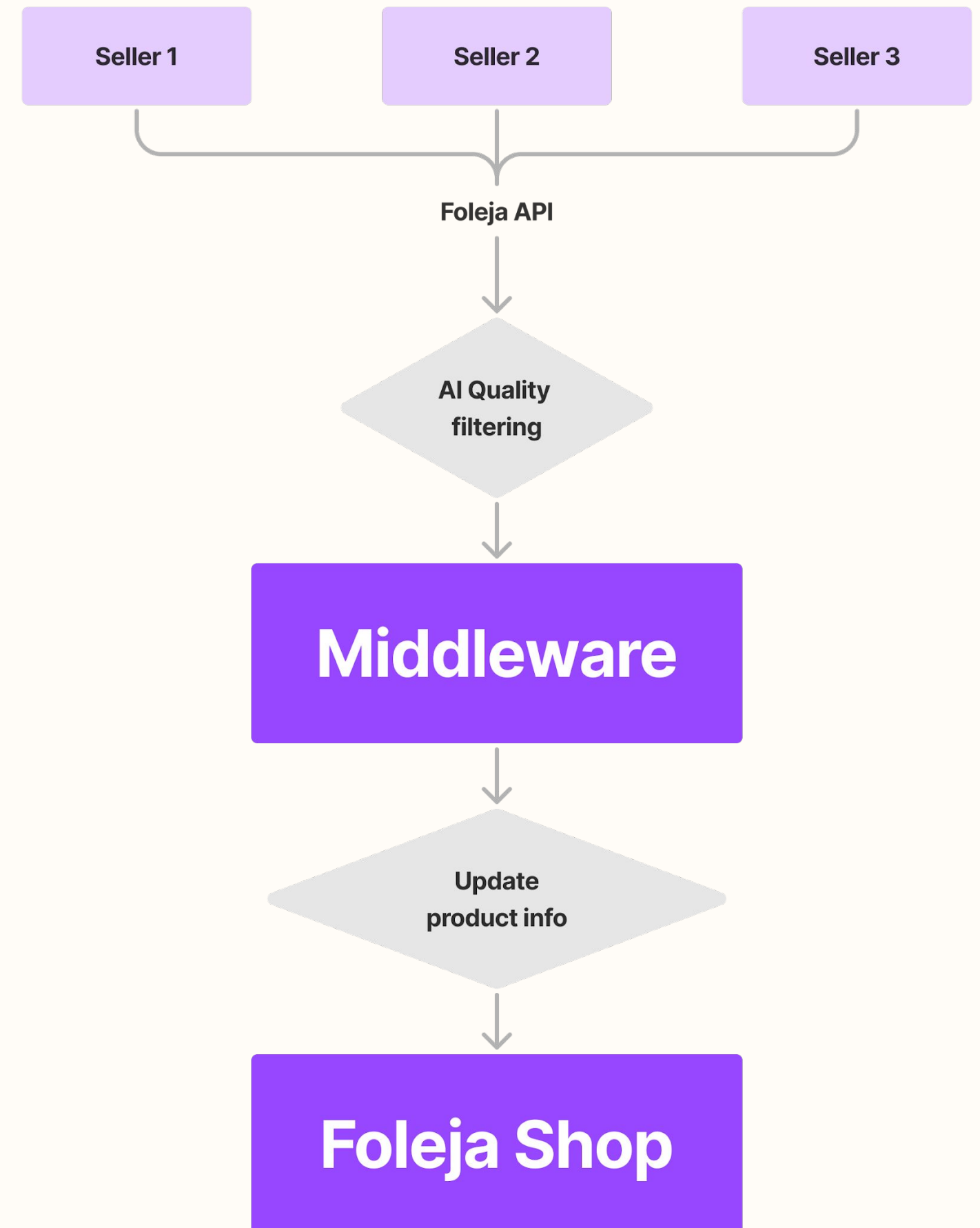
Database Optimization and Product Management

- Dashboard monitors inactive/out-of-stock products.

- AI-driven filtering helps decide which products to delete or archive.

- Maintaining a clean and efficient database.

Order Organization

- Real-time stock checking at checkout.

- Orders are split among resellers, who manage status and tracking.

- Collaboration with **DHL Kosovo** for shipping and status updates.

Notifies client in stock 2 from 3 → Customer checkout

Check product availability

Limited availability ← **Middleware** → Available

Creates order

Seller notification

Seller 1   Seller 2   Seller 3

DHL collects the products

Delivered to customer
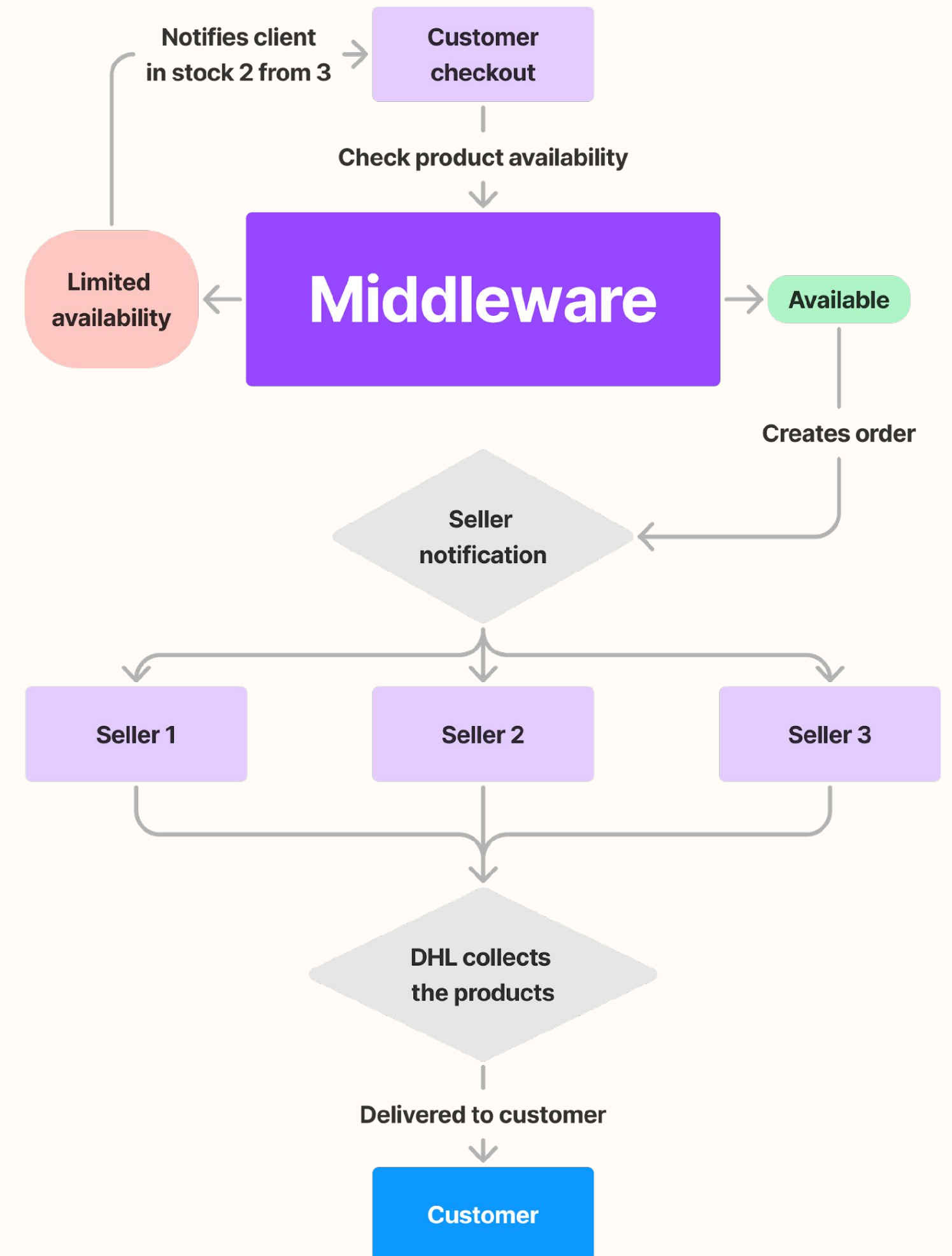
Customer

Customer Tracking & Order Status

- Customers can track order status through their login area.

- Each reseller manages their own order status, which is reflected in the overall package status.

Mapping System for Resellers' Attributes

- A mapping system consolidates unique attributes from resellers into a unified format.

- Ensures consistency across the platform.
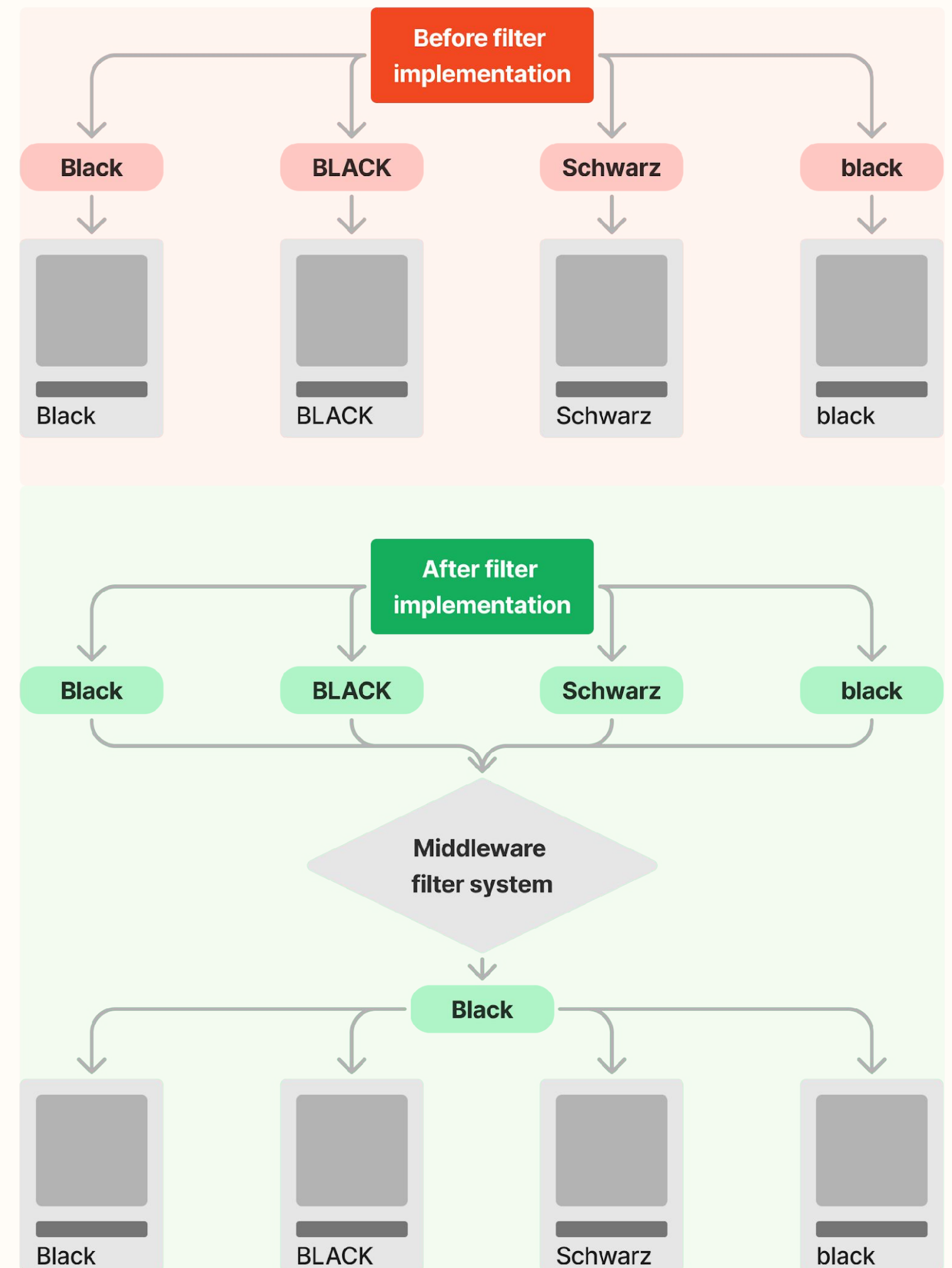
Shop Features and Innovations

- Developed custom payment plugins for **Raiffeisen** and **NLB (Slovenia).**

- Restructured shop performance to minimize loading times, especially for navigation menus.

- Mobile app developed using React Native for **iOS** and **Android.**

- Optimized search logic tailored for the Albanian language.
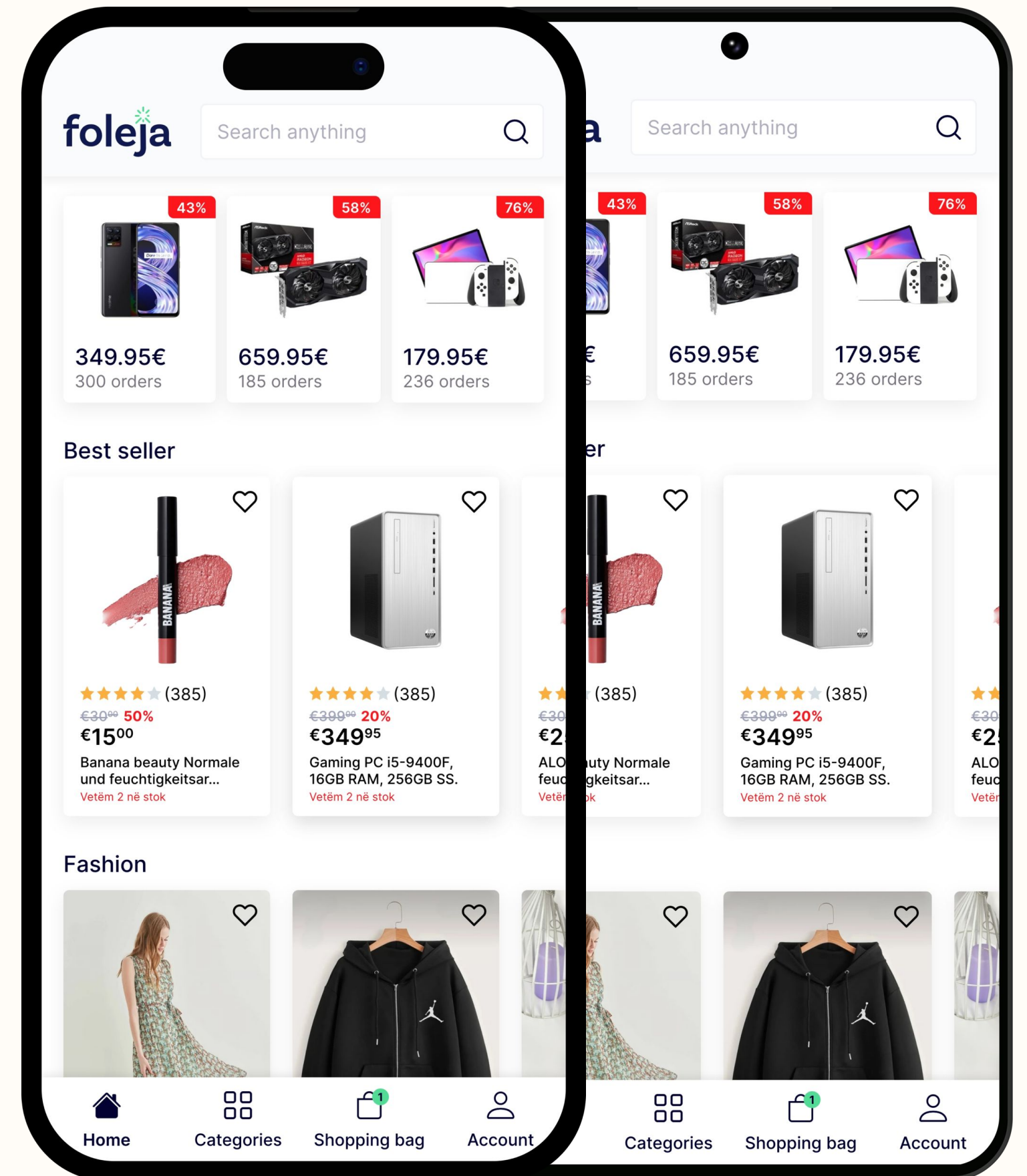
Summary & Conclusion

- Foleja provides an efficient e-commerce platform that **integrates resellers, payment systems**, and **real-time order management**.

- Offers cutting-edge features for a seamless user experience.

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