



B2B Webshops

Ioana Marchis - CEO
In2itive

- B2B vs B2C
- B2B must have features
- Study cases
- Questions



B2B vs B2C





Personal buying



Professional buying



**Decision making
group**



Single Buyer



Bulk orders



Small order quantities



**Searching on
article number**



**Searching on
names**



Custom sales



**Fixed price
sales**



Smart shipments



**Stocks for
fast shipping**



Credit payments



Direct payments



**Repeated
purchases**



**Low frequency
purchases**



**Long lasting
customer relations**



Single visits



Specific markets



Broad markets



Consumer goods



**Wide range (complex)
of goods**

B2B must have features



Configurable products grid table

Hero Hoodie








Be the first to review this product

Show Price Range of Configurable Product

From: \$43.00 To: \$55.00

IN STOCK
SKU#: MH07

Show stock number and stock status

Color	Size	Availability	Unit Price	Subtotal	Qty
	XS	Out of Stock	\$50.00	\$0.00	<input type="text" value="0"/>
	S	100	\$43.00 \$50.00	\$0.00	<input type="text" value="0"/>
	M	100	\$51.00	\$102.00	<input type="text" value="2"/>
	L	100	\$52.00	\$156.00	<input type="text" value="3"/>
	XL	100	\$45.00 \$53.00	\$0.00	<input type="text" value="0"/>
	XS	100	\$55.00	\$0.00	<input type="text" value="0"/>
	S	100	\$54.00	\$0.00	<input type="text" value="0"/>

Display Special Price for each child product

Better display with color block

Calculate subtotal when selecting quantity

- Customized grids (configurable attributes options displayed, add to cart from grid, show stock, table like views ...)
- Custom configurators (cross sales, complementary sales, complete sets, create custom sets ...)

Customer price rules

- Standard group pricing
- Customer pricing rules (<https://www.magentocommerce.com/magento-connect/customer-price-rules.html>)

Catalog Price Rule

Rule Information
Conditions
Actions
Individual Customers

Edit Rule 'Rule' [Back](#) [Reset](#) [Delete](#) [Save and Apply](#) [Save](#) [Save and Continue Edit](#)

Page of 1 pages | View per page | Total 3 records found [Reset Filter](#) [Search](#)

<input type="checkbox"/>	ID	Name	Email	Group
<input type="checkbox"/>	From: <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	To: <input type="text"/>			
<input type="checkbox"/>	12	John Johnson	john@john.com	General
<input checked="" type="checkbox"/>	11	Tom Tomson	tom@tom.com	General
<input checked="" type="checkbox"/>	10	Robert Robertson	robert@robert.com	General

Cart quotes

The screenshot shows the LUMA website interface. At the top, there is a navigation bar with the text "Default welcome msg! Sign In or Create an Account USD - US Dollar". The LUMA logo is on the left, and a search bar with the text "Search entire store here..." is on the right. Below the navigation bar, there are menu items: "What's New", "Women", "Men", "Gear", "Training", and "Sale". The breadcrumb trail shows "Home > Push It Messenger Bag". The product image is a grey and light blue messenger bag. To the right of the image, the product name "Push It Messenger Bag" is displayed with a 4.5-star rating and "35" reviews. Below the name, there is a quantity selector showing "Qty 1" and a price of "\$40.00". A blue button labeled "Add to Quote" is highlighted with a circular callout and a hand cursor.

Default welcome msg! Sign In or Create an Account USD - US Dollar

LUMA

Search entire store here...

What's New Women Men Gear Training Sale

Home > Push It Messenger Bag

Push It Messenger Bag

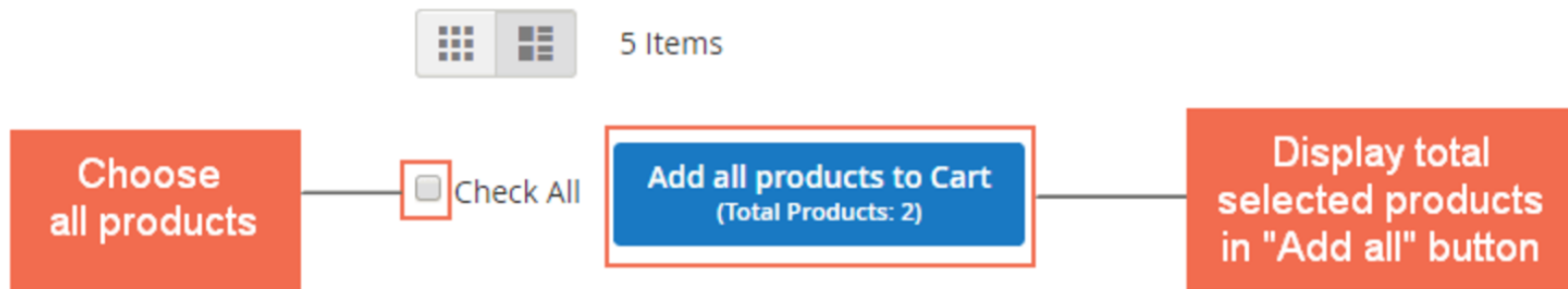
★★★★★ 35

Qty 1 Price: \$40.00

Add to Quote

Add multiple products / choices to cart

- Magento 2 <https://bsscommerce.com/magento-2-add-multiple-products-to-cart.html>
- Custom integrations using javascript



Eriksen CoolTech™ Fitness Tank
★★★★☆ 4 reviews [add your review](#)

\$29.00



Shipping and payments methods specific per customer

Payment Methods for Customer Group

Current Scope: Main Website

PAYMENT METHODS

No Payment Information Required		<ul style="list-style-type: none">NOT LOGGED INGeneralWholesaleRetailer
Check / Money order	Assign payment methods for different customer groups	<ul style="list-style-type: none">NOT LOGGED INGeneralWholesaleRetailer
Bank Transfer Payment		<ul style="list-style-type: none">NOT LOGGED INGeneralWholesaleRetailer
		<ul style="list-style-type: none">NOT LOGGED IN

B2B must have features

- Search by SKU
- Agents connections
- Store credit per customer
- Fast order option



Study case 1

Abrasive producer who has a wide variety of products which are very technical and flexible as structure.

- Start from filters using ajax to load the configurable options:
 - types (ceramic or bakelite binder etc.)
 - domains (industry, support, tools, hobby)
 - standard (ISO), notation (defines forms and usage)
 - form (disk, sphere etc.)
- Lead to a product overview page with technical details and use optionals (application and dimensions) to allow buying
- Allow simple requests and custom orders (certain dimensions and optional details)
- Allow request for an offer for custom basic operations

Study case 2

Lingerie producer who has a wide variety of products with limited stocks and new collections 2 times an year

- Buy individual products, sets or mixed packs (last sales)
- Configure your own sets
 - start with color, available sizes (all set, from size 1 to 2 etc.), material or line
 - allow filtering based on product stocks (minimum 100 pieces in total), stock per options (minimum 100 pieces for size S,M and L) or stock per line (minimum 100 products in that line)
 - based on the chosen filters, display list of products and complementary products (accessories to beachwear or briefs for bras)
- Custom prices, shipping and payment agreements per customer
- Agent connection with notifications for orders, payments or specific requests)
- Size conversion for 6 standards
- Allow production line request for older products

Conclusions

- Define offline's B2B customer's habits and understand business logic
- Search for existing extensions
- If you decide to go custom, take into consideration all connections
- Do specific B2B tests



Questions :)



<Thank You!>

Email: ioana.marchis@in2itive.ro

Skype: ioana-marchis

Mobile: +40744558955

