



Case Study



Icreon

Properties in India

Powerful Web Presence Showcasing the Best Property Deals in India

Endeavoring to expand its services in real estate sector, Arora & Associates wanted to develop an effective Web presence for real estate offerings and deals. Icreon realized that the company was aiming to market its services to a highly diverse potential customer base and developed Propertiesinindia.com as a highly dynamic and feature-rich online service to intermediate between the purchase and sale of real estate.

Customer Profile

Arora & Associates is a Delhi-based Business Solution Provider (BSP) dealing in Real Estate. Established in the year 1947, it has come a long way since the group CMD Mr. K J Arora established the company for shaping up its modern day business known for its transparency and dependability throughout India.

Business Requirements

The Internet as it stands today is the most powerful tool used for marketing. Arora & Associates wanted to exploit the Internet to market their services to customers within and outside India, especially Non-Resident Indians (NRIs) seeking attractive property deals in India. To accomplish this goal, the PropertiesinIndia.com Website had to be developed.

Empowered Web Presence for Effective Target Marketing

Benefits:

- Centralized repository of data to manage customers & properties
- Single-point-of-contact for target customers
- Integrated Tools to provide value-added services

Real Estate is a highly unorganized sector in India. Property deals are therefore most difficult ones to materialize. Arora & Associates is a well-established organization that provides reliable and attractive property deals to customers throughout India. The organization offers property deals to NRIs also. With a track record that goes back to 1947, Arora & Associates had been long enough in the industry to strategize expansion through effective marketing. Internet being the most powerful tool to market services worldwide, Arora & Associates wanted to go online, with a powerful and dynamic Web presence.

In this effort, Arora & Associates teamed with Icreon to develop propertiesinindia.com as a dynamic, database-driven service. The service had to be designed to help target customers search for property deals, post their requirements, gain investment advise on property issues along with a whole range of features.

PropertiesinIndia.com provides facilities to search for suitable property deals within India, post property requirements, download legal documents, view the latest property rates or post queries that are addressed and replied to, by experts. Users can create their accounts and login to use various tools and facilities available on propertiesinindia.com. The site provides tools such as EMI, Stamp Duty, and Area Conversion calculator helping potential customers in estimating the exact property rates and the hidden costs involved while indulging in property deals.

The entire Website is managed through the administrator module. The administrator needs to login to the online administrator module, thereafter, the administrator can view and manage current and outdated property listings. Depending on the situation, the administrator can activate or deactivate property listings.

The site architecture is based on the 3-tier model, where the front-end is based on HTML and backend is developed using MySQL. PHP is the business logic layer, which coordinates the request/response functionality between the front-end and the backend.

Technologies used in developing this application are:



Summary

PropertiesinIndia.com has been designed to attract more and more potential customers, especially NRIs. With its dynamic updates on property listings and easy accessibility to information about latest real estate news and property rates, this online service proves highly useful for customers, seeking property in various parts of India. Designed for easy usage and high performance, the Website has helped Arora & Associates in contacting NRIs and other potential customers, thereby serving as an effective marketing tool for the company.