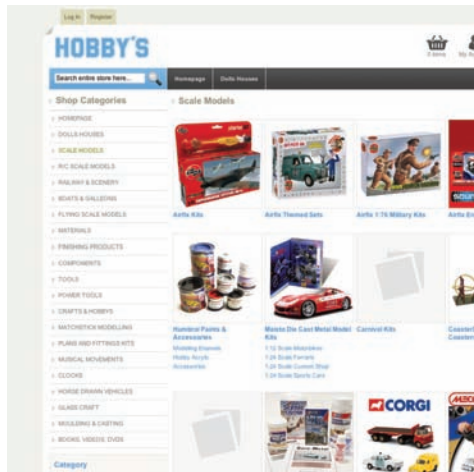


Above: Hobby's new online store
Right: Creative photography

Client: Hobby's
Sector: Retail

austin
marketing



Overview:

Hobby's are one of the UK's leading model kit and materials suppliers selling to consumers and trade buyers. The company had previously been trading mainly through a 300 page catalogue and a simple e-commerce web site.

Services provided:

- Web Strategy
- Graphic & Web Design
- Magento e-commerce Web Development
- Magento module integration
- Server and system management
- Ongoing technical support
- Photography
- Market Research

Project included:

The requirement was for a robust e-commerce solution that could be self-managed and accommodate the site's projected sales growth that has been achieved within eighteen months. The Hobby's site now contains over 10,000 products.

The site has been so successful the increased traffic has meant the website required its own dedicated server to meet the demands. Austin Marketing assisted by transferring the site to the new server, we undertook this when site activity was at its lowest to ensure minimum disruption and safeguard revenue.