Odoo-based Ecommerce Ecosystem for a luxury Furniture Retailer

Business challenge

Vanilla is a popular, pure-play leader, sells all thing vanilla. Its most popular product is a premium vanilla bean from Madagascar. Vanilla is known for creamy, sweet flavor and thriving during slightly 100° year-round.

Vanilla, Inc. wanted to have high-end ecommerce solution to engage with its customers, manage its operations and performance, and grow its business. The ecommerce platform combining it in the Pacific-wide, but even when the business is growing, it wants to keep its operations lean. Vanilla, Inc. (NYSE: Vanilla) has very slightly offshore and support a lean team with only a few dozen employees and a more digital business platform to help them.

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