

Lima Bean launches new Outdoor Warehouse website

Issued by [Lima Bean](#)

1 Mar 2011

Outdoor Warehouse, South Africa's premier outdoor equipment retailer, commissioned web development company Lima Bean to redevelop their website (www.outdoorwarehouse.co.za).

The Outdoor Warehouse website was in need of a revamp and Lima Bean was tasked with creating a new look-and-feel and adding new key features. Outdoor Warehouse had a clear idea of the direction they wanted to take and features they wanted to include on the new site. Firstly, they needed to be able to integrate with their stock management system. The site automatically does this by importing their list of products, categories and promotions on a daily basis. Another great feature is the "Find in Store" function, which gives users a real time view of stock availability per store. Added to this, visitors to the site can add items to a wish-list and compare products on a detailed feature comparison tool before making a purchase at their nearest store.

A very important aspect to the site is the integration with the Outdoor Warehouse Customer Relationship Management (CRM) system, which enables the company to organise, automate and synchronise business processes, such as sales, marketing, customer service and technical support.

Hagen Rode of Lima bean had this to say about the project: "We're delighted with the outcome of the updated Outdoor Warehouse site. It now has a clean and uncluttered design that allows users to easily find what they are looking for. Since we automatically sync with Outdoor Warehouse's stock system on a daily basis, the product listing is almost real time in terms of what is available at Outdoor Warehouse."

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