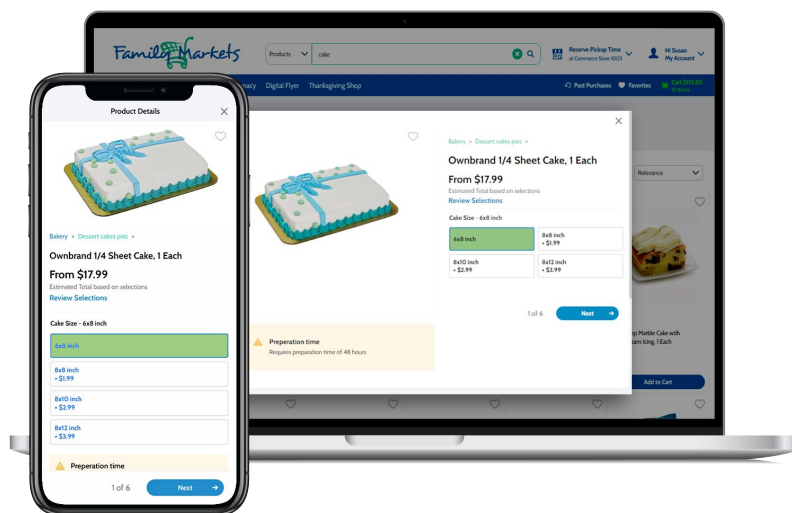


# wynshop

## Made-to-Order

### Empower Your Customers with Customizable Product Options



Customizable Products



Configurable Pricing



Multi-Store Support



Detailed Order Management



Mobile and Web Integration



Integrated Checkout

The Made-to-Order feature from Wynshop enables grocery retailers to offer an exceptional level of customization for products within your e-commerce platform. Whether it's a personalized birthday cake, a freshly prepared pizza, or a build-your-own sandwich, this feature ensures that your customers can tailor products to their exact preferences, all within a seamless online shopping experience.

## Key Features

**Customizable Products:** Retailers can define a base product and configure it with various options and choices, creating a unique shopping experience for their customers.

**Configurable Pricing:** Each customizable option can have its own price, allowing for precise cost management and customer transparency.

**Multi-Store Support:** Apply custom products across multiple locations, offering flexibility for delivery, pickup, or both.

**Detailed Order Management:** The order management system captures all customization details, ensuring that production and fulfillment teams have all the information they need to deliver the perfect product.

**Mobile and Web Integration:** Fully integrated with both mobile and web storefronts allows customers to customize their orders from any device.

**Integrated Checkout:** Add Made-to-Order items to your regular shopping cart rather than going through a separate order and checkout process.

## Business Benefits

### Boost Sales and Average Order Value:

Offering customizable products encourages customers to spend more by allowing them to personalize their orders. This often leads to an increase in average order value, as customers are more willing to pay for tailored products.

### Operational Efficiency:

The integration of detailed customization options into the order management system streamlines production and fulfillment. Orders are processed with all the necessary details, reducing the risk of mistakes and enhancing operational efficiency.

### Enhance Customer Satisfaction and Loyalty:

By offering products that can be customized to meet individual preferences, you provide a more engaging and satisfying shopping experience. Satisfied customers are more likely to return, boosting long-term loyalty.

### Scalable Solution:

The "Made-to-Order" feature is designed to grow with your business. As you expand to new locations or introduce new products, the system easily adapts, allowing for consistent customization options across your entire operation.

## How It Works

### 1. Product Setup:

- Retail merchandisers create a custom product by defining a base SKU and configuring a set of options that customers can choose from. This includes setting up images, descriptions, pricing, preparation times, and more.
- Options can range from fixed selections (e.g., crust type for a pizza) to free-text fields where customers can input custom messages (e.g., cake inscriptions).

### 2. Customer Experience:

- On the storefront, customers see configurable products presented with clear images and pricing. As they make selections, the total price updates dynamically, reflecting any additional costs associated with their choices.
- The intuitive customization process guides customers through each step, ensuring they make all necessary selections before adding the product to their cart.

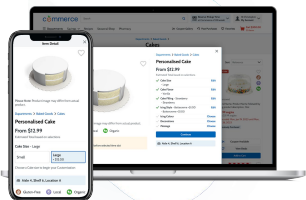
### 3. Order Fulfillment:

- Upon checkout, the order management system logs all customizations, sending detailed instructions to the production team. Whether it's a specific cake design or a sandwich with particular toppings, the team has all the information needed to prepare the order accurately.
- Products such as beverages or side dishes, can be easily added to the order, enhancing the shopping experience and increasing the total order value. Products such as beverages or side dishes can be easily added to the order, enhancing the shopping experience and increasing the total order value.

### 4. Post-Purchase:

- Customers can view their customized orders in their order history.

## Use Cases



### Custom Cakes:

Let customers design their dream cake by choosing from a variety of sizes, flavors, icings, and personalized messages. Ideal for special occasions, this feature ensures that every cake is made to exact specifications.

### Build-Your-Own Pizza:

Customers can create the perfect pizza by selecting from different crusts, sauces, cheeses, and toppings. Each selection dynamically adjusts the price, providing transparency and flexibility.

### Personalized Sandwiches:

Offer a fully customizable sandwich experience where customers can choose their preferred bread, meats, cheeses, and condiments, tailoring their meal to their exact taste.

## Wynshop's "Made-to-Order"

feature is a powerful tool that enhances your [Wynshop Commerce](#) platform by offering customers the ability to personalize products to their liking. This not only drives sales but also improves customer satisfaction and loyalty. With seamless integration into your existing operations and flexible application across multiple stores, Made-to-Order is a scalable solution designed to meet the demands of modern grocery retail.

Contact your Wynshop account manager to learn more about how ["Made-to-Order"](#) can elevate your business.