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Shaving Away Friction: BSC's Smooth Migration from Magento to Shopify Plus

Use Case

E-commerce
Men's grooming
D2C

Tools Used

Matrixify
Shopify Apps
CRM Systems

Industry

Personal care
Online retail
D2C brand

Scope

Platform migration
User experience
Marketing focus

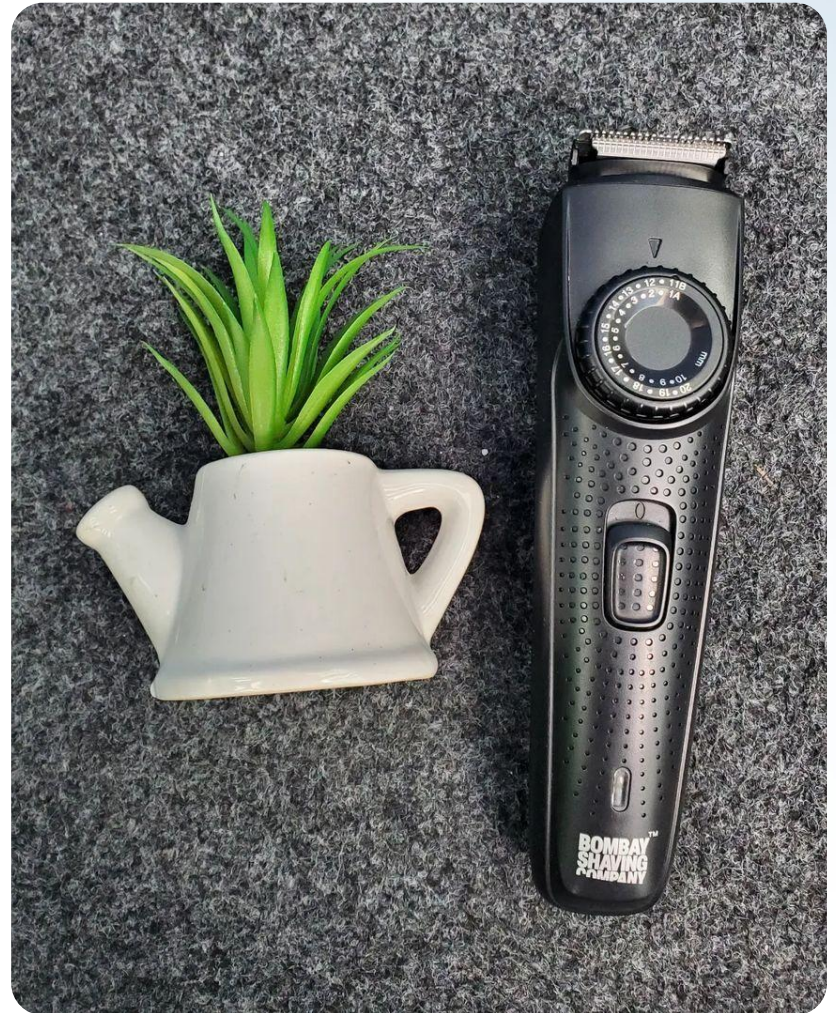


Table of Content

1. The Problem
2. Client Overview
3. Key Stats
4. Competitor Analysis
5. Key Findings
6. Business Model
7. Our Approach
8. Our Solution
9. Tools & Technologies
10. The Result
11. Before and After
12. Customer Testimonials

The Challenge/ Problem

BSC struggled with a limited tech team, server management issues, and frequent platform downtime. These problems hindered marketing agility and weakened their competitive position in e-commerce



01

Limited Tech Capacity: A small tech team struggling with growing business needs

02

Infrastructure Management: Managing server infrastructure, DevOps and security was challenging due to a limited technical team

03

Platform Instability: Frequent outages of the Magento platform and high costs impacting operations

04

Marketing Limitations: Marketing Agility Constraints Reduced focus on core activities due to technical challenges

05

Competitive Pressures: Need to level up e-commerce capabilities against multiple emerging rivals in the men's grooming category

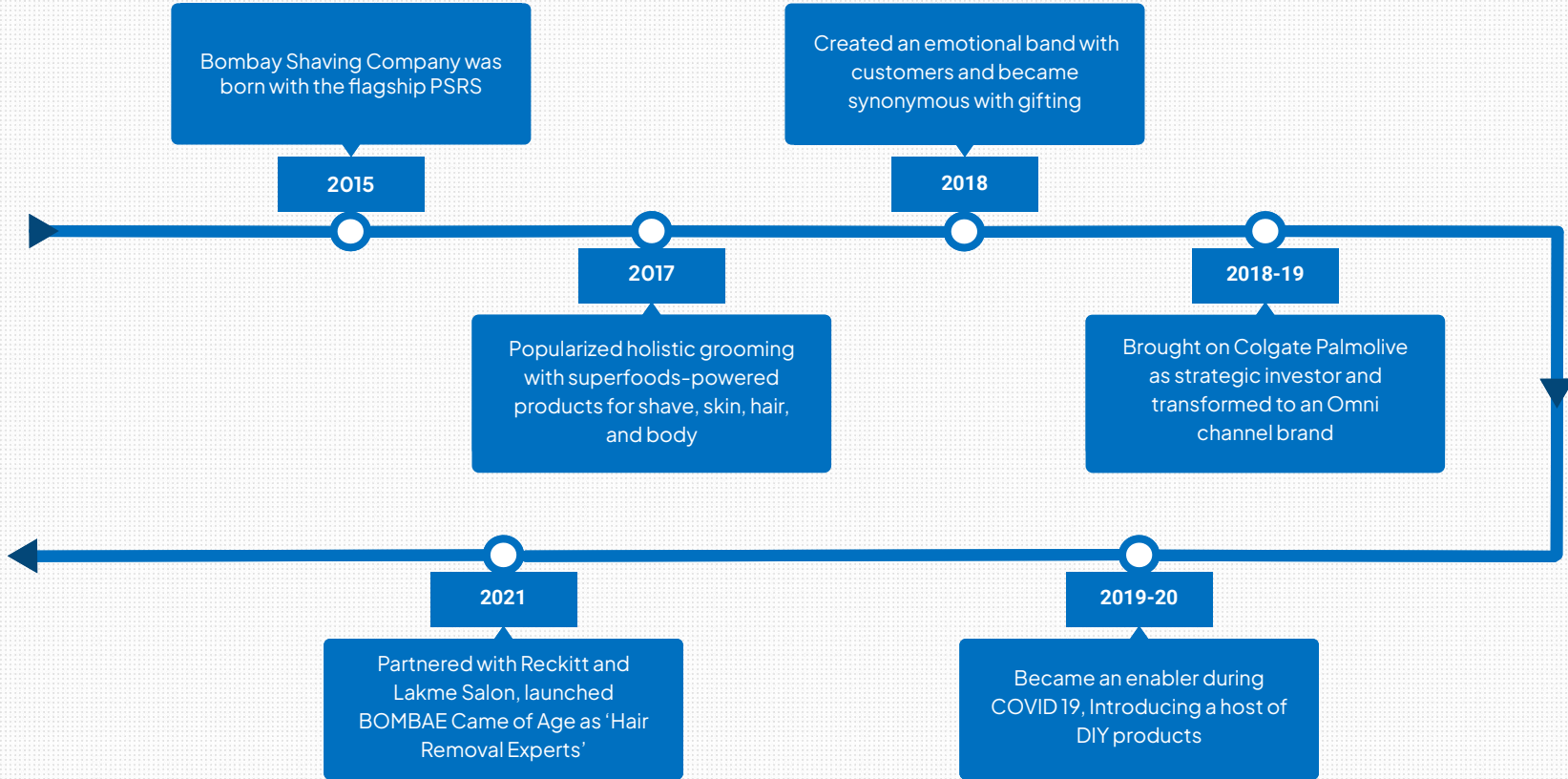
Client Overview

A premium D2C brand revolutionizing men's grooming by offering quality products with personalized options through e-commerce. It specializes in men's grooming, personal care, shaving, beard grooming, skincare, and handmade soaps

Bombay Shaving Company was founded in 2015 and is based in New Delhi, Delhi, India

Bombay Shaving Company is a consumer goods company that focuses on developing a range of shave care, beard care, and skincare products. Bombay Shaving Company positions itself as a premium direct-to-consumer (D2C) brand in the men's grooming space. Their product range focuses on high-quality shaving and grooming items, with unique offerings such as personalized engraving. The company primarily operates through its e-commerce platform, which plays a significant role in their overall business model. BSC differentiates itself in the market through its emphasis on quality, personalization, and a seamless online shopping experience.



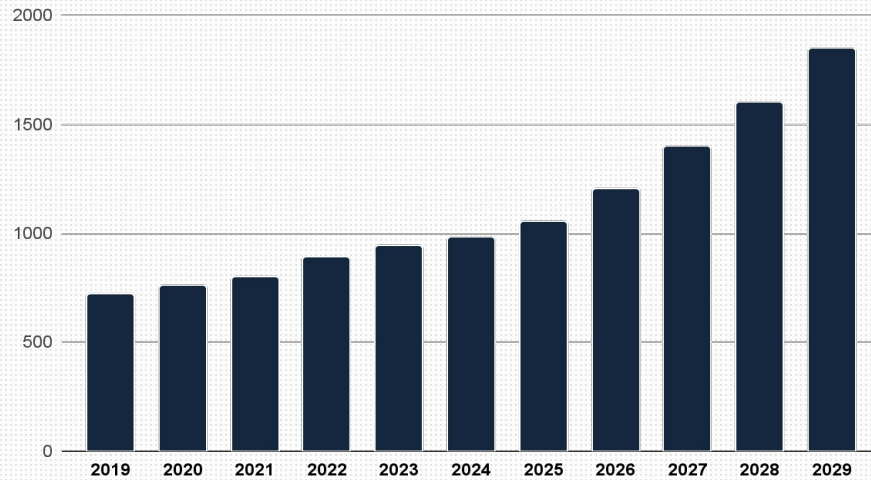


Source: BSC website

Brand Key Stats/Market Overview

The India Men's Grooming Market is estimated to grow at a CAGR of around **12.1%** during the forecast period, 2024–30. The market growth imputes the increasing awareness about health, wellness, and personal care among men

Indian Male Grooming Products Market Size by Value (USD million)



Source: Statista

- Market Size and Growth:** \$1.4 billion in 2021, 11% CAGR, projected to reach \$2.37 billion by 2026.
- Segment Breakdown:** Skincare 37% (\$518M), Haircare 27% (\$378M), Shaving 18% (\$252M), Others 18% (\$252M).
- E-commerce & Urban Dominance:** Online sales 30–35% (\$420–\$490M), Urban areas 60% (\$840M), Rural 40% (\$560M).
- Product & Regional Trends:** Natural products 20–25% YoY growth, North India 35% (\$490M), South India 28% (\$392M).
- Brand Landscape:** Top 5 brands 40% (\$560M), D2C brands 15–20% (\$210–\$280M), Others 40–45% (\$560–\$630M).

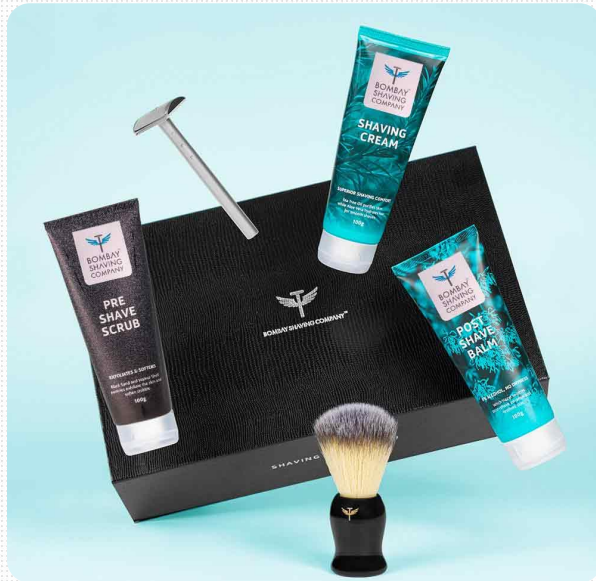
Competitor Analysis

	Bombay Shaving Company	Beardo	The Man Company	Ustraa
Market Share	4%	6%	5%	5.5%
Annual Revenue (2023)	15 million	22 million	18 million	20 million
Product Range	50+ SKUs	80+ SKUs	100+ SKUs	70+ SKUs
Avg. Order Value	\$25	\$30	\$28	\$27
Customer Retention Rate	40%	45%	42%	43%
Social Media Followers	500K	800K	600K	700K

Source: Statista

Key Findings

BSC overcame e-commerce challenges by migrating to Shopify, improving operations and marketing capabilities. This strategic move aligned them with competitors in the growing men's grooming market, enabling better focus on core business activities



E-commerce Platform Challenges

- Limited tech team struggled with server infrastructure and DevOps
- Frequent downtimes and high costs hindered marketing agility

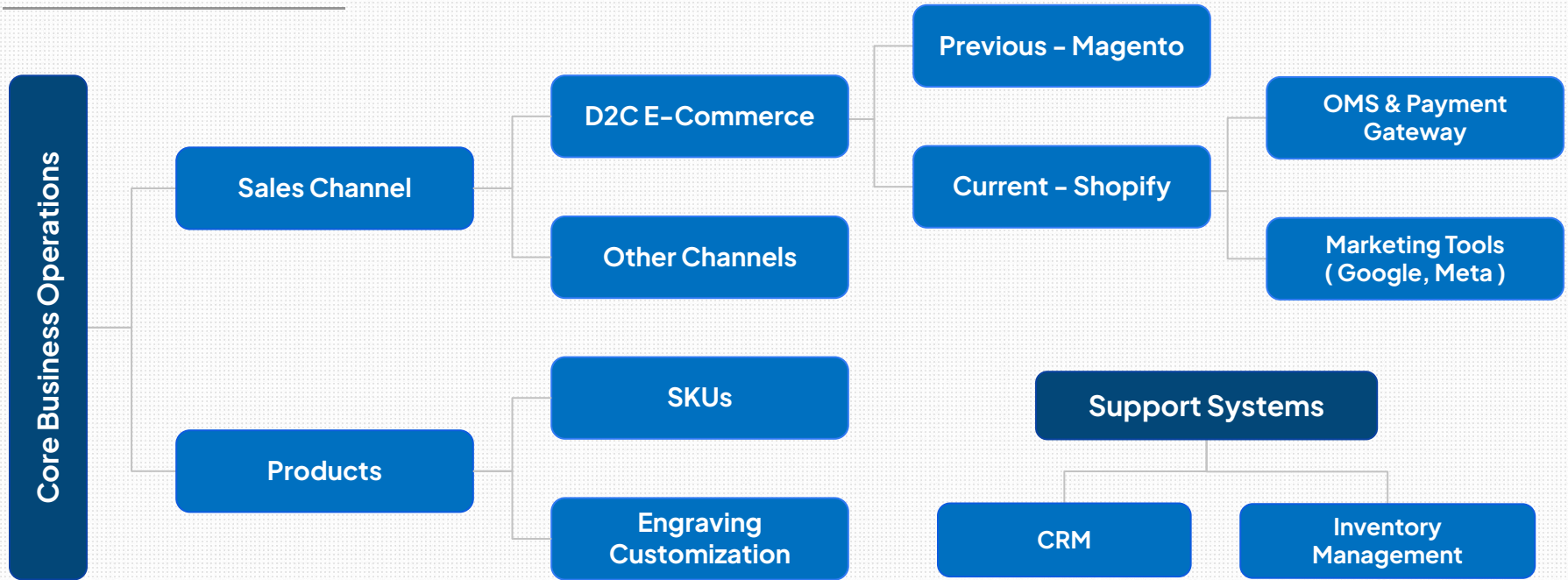
Shopify Migration Benefits

- Eliminated server management, enabling focus on marketing activities
- Provided native integrations with Google Ads, Analytics, and Meta pixel

Competitive Market Position

- Aligned with competitors already using Shopify platform
- Enabled BSC to compete effectively in growing men's grooming category

Business Model



Our Approach

Seventh Triangle's approach involved data migration using Matrixify and creating a custom Shopify theme to replicate BSC's existing design, ensuring a smooth transition from Magento while addressing server management issues



Assessment & Planning

- Analyzed existing data architecture
- Identified inefficiencies in Magento setup
- Developed comprehensive migration plan



Data Migration

- Exported customer, order, and product data
- Cleaned and validated data for Shopify compatibility
- Utilized Matrixify for data import to Shopify



Design & Development

- Created custom theme replicating existing design
- Implemented personalization features, like name engraving
- Integrated payment gateways and OMS



Integration & Optimization

- Set up native integrations (Google Ads, Analytics, Meta pixel)
- Connected existing systems seamlessly
- Optimized for speed and user experience

Our Solution

The solution provided by Seventh Triangle Consulting involved migrating Bombay Shaving Company (BSC) from their Magento platform to Shopify

This transition addressed BSC's server management and downtime issues. The migration process included comprehensive data transfer using Matrixify and a custom Shopify theme replicating BSC's existing design and functionality. Custom features like product engraving were incorporated, and essential systems such as payment gateways and order management were integrated. Leveraging Shopify's hosted infrastructure and native integrations with marketing tools allowed BSC to focus more on marketing activities, ultimately improving their e-commerce capabilities and operational efficiency

Platform Migration

- Shifted from Magento to Shopify
- Addressed server management issues
- Improved marketing tool

Data Transfer

- Analyzed existing data architecture
- Exported and cleaned up data
- Imported using Matrixify App



Systems Integration

- Connected payment gateways
- Integrated Order Management System
- Ensured compatibility with marketing tools

Custom Features

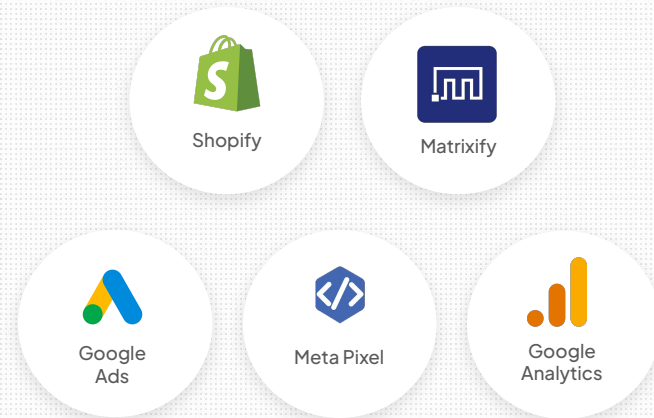
- Implemented product engraving option
- Saved custom data in line item properties
- Maintained existing design elements

Tools & Technologies

Bombay Shaving Company's E-commerce upgrade leveraged Shopify, Matrixify for data migration, custom development, and key integrations. This tech stack streamlined operations, enhanced marketing capabilities, and improved user experience, addressing previous challenges with Magento

E-commerce Upgrade: BSC's Tech Arsenal for Shopify Migration

Bombay Shaving Company's shift to Shopify leveraged key technologies for a seamless transition. Matrixify facilitated data migration, while custom theme development preserved brand identity. Native integrations with Google and Meta platforms enhanced marketing capabilities. Third-party payment gateways and an Order Management System were incorporated, alongside custom features like product engraving. This strategic tech selection empowered BSC to prioritize marketing and user experience, overcoming previous infrastructure challenges



Seventh Triangle



Building Intelligence

***“Alone we can do so little;
together we can do so much”***