

# The British Craft House

Case Study





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# Project Overview

The British Craft House project was about building a special WordPress website for an online marketplace where people can buy handmade items from Great Britain. What we aimed for was to design an engaging and simple site for the lively artisan community that allows the shoppers to feel the spirit of high-quality craftsmanship.

What distinguishes this site from the others is definitely the evaluation process that assures only the top-notch products are supplied to customers. On the website, there are different shops belonging to vendors, meaning they don't have the burden of setting up or maintaining their own websites. Such platforms democratize handicrafts as artisans can concentrate on their products and attract more customers, thereby, improving the shopping experience with beautiful and bountiful British handicrafts on display.





# About the Customers

The British Craft House aimed to create a lively online marketplace connecting two groups: crafts lovers and artisans. Being designed for those who wish to purchase good and exceptional handmade products, it is the best place to buy hand-made and British crafts, each one with its own story. On the other hand, it serves artists as the most convenient channel for displaying their artworks and reaching more people.

The website uses a process of selection to verify that the shop only sells quality products, thus assisting them to become known for their quality. On balance, the mission of the site is to make it easy for both the traders and the buyers, and the outcome, in turn, is a prosperous and joyful place to live.





# Business Challenges

- **Payment System Complexity:**

Setting up the payment system was a big task. We used Stripe to manage payments split between multiple vendors, which was technically challenging. It was important to make sure this system could handle these split payments not only reliably but also securely and efficiently. We needed to ensure that money was distributed correctly according to detailed commission rules.

- **Invoicing and Financial Reconciliation:**

Creating the invoicing system was also complicated. We needed a way for each vendor to send out invoices that kept their own brand look, while making sure these invoices worked well with the website's checkout and payment systems. The system had to be able to track and manage money matters accurately and clearly, to keep financial records straightforward and transparent for everyone involved.

## Our Solution

- To tackle the technical challenges of The British Craft House website, we set up a Stripe split payment system that could handle transactions safely and efficiently across multiple vendors, distributing money accurately based on specific commission rules. We also created a custom invoicing system that lets each vendor keep their own branding on invoices and made sure these invoices worked well with the website's checkout and payment systems.
- This invoicing system was made to easily track and check all financial activities, ensuring everything was clear and accurate. We tested these solutions thoroughly to make sure they were reliable and made things better for both vendors and customers.



# Key Functionality

- **WooCommerce Multi-Vendor Sites:** This allows many sellers to have their own stores under one main website. Each seller can manage their own products, and sales, and talk to their customers directly, but they are still part of the bigger marketplace.
- **Stripe Split Payment:** We use Stripe to automatically split the money from sales between the seller and the website manager. This makes sure everyone gets the right amount of money as per the rules set for payment sharing.
- **Custom Management and Commission for Vendor and Manager:** Our platform has a special system to manage different payment rates for each seller. It keeps track of how much each one sells, figures out how much they should be paid, and provides reports for both the sellers and the manager of the marketplace.
- **Custom Shop-Based Invoice:** Each seller can send out invoices that show their own brand, making them look more professional. This invoicing system works well with the website's payment and checkout systems, ensuring that all the money matters are handled smoothly and records are kept accurately.





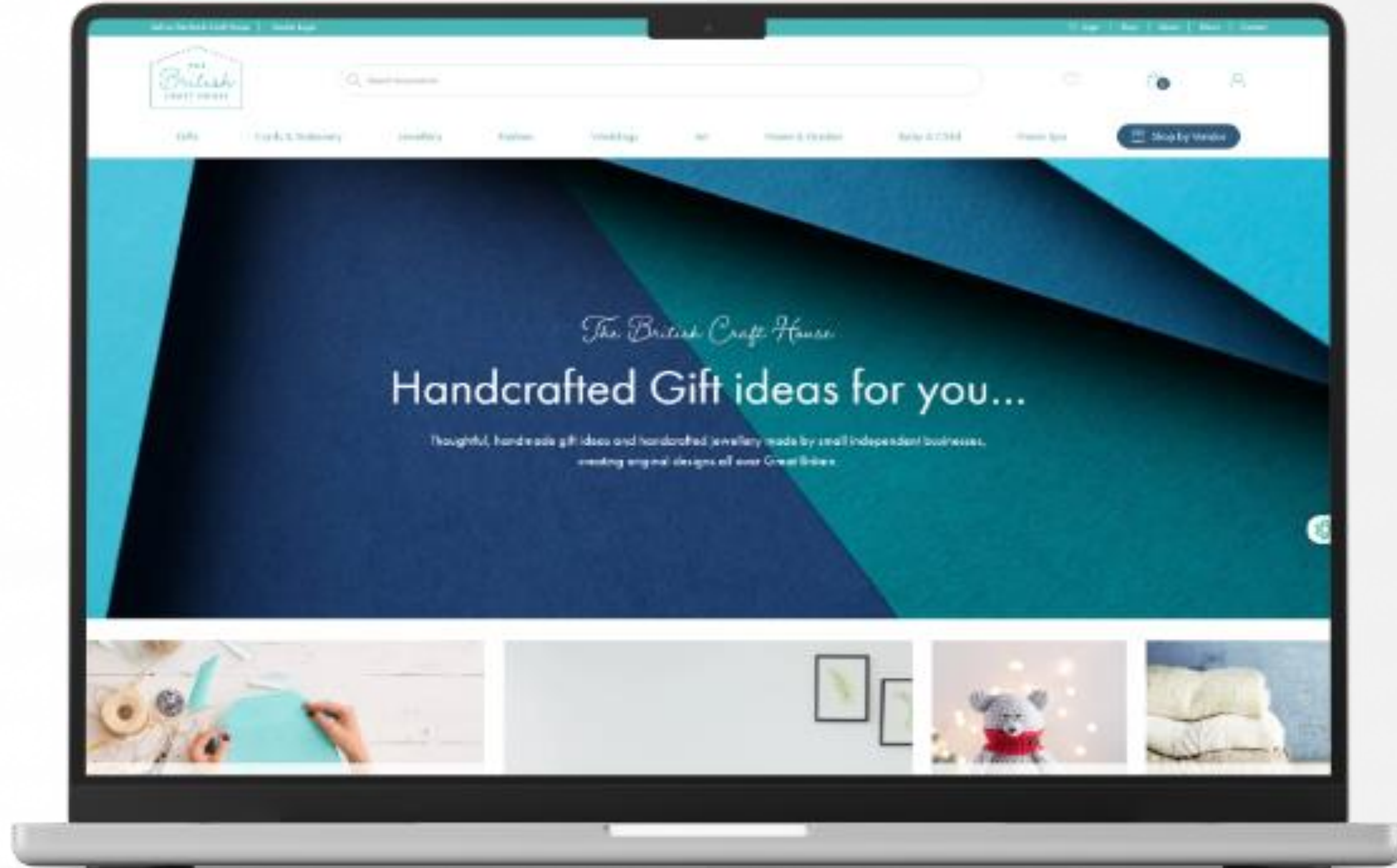
# Applied Technologies

- WordPress
- WooCommerce
- AWS
- CSS 3
- HTML
- JavaScript
- MySQL
- Stripe





# Project Visuals







**The British Craft House**

Handcrafted Gift ideas for you...

Thoughtful, handmade gift ideas and handcrafted jewellery made by small independent businesses, creating original designs all over Great Britain.

Shop by Vendor

Gifts, Cards & Stationery, Jewellery, Fashion, Weddings, Art, Home & Garden, Baby & Child, Home Spa

Handmade Gift Ideas for your BFF, Workshops, Personalised Special Gifts, Featured Seller, Gorgeous Handmade Accessories for your home, Sustainability, Limited Edition

Cards & Stationery, Jewellery, Home & Interiors, Baby & Child, Fashion, Art, Weddings

**Featured Products**

A selection of our favourites

Gifts & Occasions, Cards & Stationery, Jewellery, Weddings, Art, Home & Interiors

Labrador Retriever Dog Treat Storage Tin - **£13.50** Sold by: Jaz Kinzy Sculpture & Gifts

Made to Order Signature Chocolate Brownies - **£18.00** Sold by: Short but Sweet

Mini Beaded Calla Lily Corsage Button Hole Grooms Boutonniere - **£29.00** Sold by: Cheryl Jewellery

Seaside Rocks! Reed Diffuser (Bord De Mer) - Fresh, Calming, Luxury Scent - **£25.00** Sold by: Lewis & Co Mason

Hand painted aluminium pendant - Lime and Blue Holly Print - **£35.00** Sold by: The Cheshire Jewellery Company

Silver Flower Stud Earrings - **£24.00** Sold by: SilverMore Jewellery

Sterling Silver Resin and Polymer Clay Mokume Gane Pendant - **£69.00** Sold by: VID Design

Blue Green Shattuckite Gemstone Handmade Silver Necklace - **£205.00** Sold by: Laura Jewellery Design

Handmade Gift Ideas for your BFF, Workshops, Personalised Special Gifts, Featured Seller, Gorgeous Handmade Accessories for your home, Sustainability, Limited Edition

£35.00 Sold by: The Cheshire Jewellery Company

See Our Reviews **£24.00** Sold by: SilverMore Jewellery

£69.00 Sold by: VID Design

See Our Reviews **£205.00** Sold by: Laura Jewellery Design

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**Vendors you'll Love**

Some of our favourite shops!

Little Davis - Gifts Home Spa Weddings - **5 stars** - Visit Vendor

Salis Designs - Gifts Jewellery - **5 stars** - Visit Vendor

Tweedles Handmade - Gifts - **5 stars** - Visit Vendor

Unique Word Designs - Gifts Weddings - **5 stars** - Visit Vendor

**Sell on the British Craft House**

Apply to sell with us and get started today!

Simple Application: No fuss, complete the on line form and apply to join our handmade creative community.

Transparent Fees: Low set up fee and great value flat-rate commission. No hidden extra costs to sell.

Fantastic Service & Support: Award winning support and advice from the largest, engaged community of British crafters.

Apply Now!

**Subscribe to our Newsletter**

Sign up for special offers, subscribers only giveaways and small business tips!

Name\* [ ] Your Email\* [ ] **Subscribe**

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**The British Craft House**

Search for products...

Gifts, Cards & Stationery, Jewellery, Fashion, Weddings, Art, Home & Garden, Baby & Child, Home Spa

Shop by Vendor

**Cards & Stationery**

Showing 1-12 of 835 results

12 Christmas Hand Stamped Gift Tags - **£3.89** Sold by: Little Red Frog Designs

Dachshund Hair Bow and Clip Set - **£7.50** Sold by: A Hearty Craft

Butterfly Stationery Colouring Set Mini Doodle Kit For Young Artists - **£9.00** Sold by: Jenni Robson

Clever Clogs - Funny University Graduation Congratulations card for girl or boy - **£3.95** Sold by: Anabel Crafts Ltd

Personalised Paper Star Picture - **£24.00** Sold by: With a Quill and a Stick

Handmade Harry Potter Inspired Gryffindor pen - **£30.00** Sold by: Doreen's Handmade

Striking dark blue fern leaf art print greetings card. Blank card for all occasions. - **£3.00** Sold by: Madgeanne Handmade

Crochet Be My Love Valentines Card - **£4.00** Sold by: One Word Wonder Crafts

Rainbow Card with a Hand Sewn Button - Perfect for Birthdays - **£3.50** Sold by: Idalegwisk

Flower hand painted gift tags, with glass beads - **£3.00** Sold by: Sticks and Things by Helen

Framed Rainbow paper heart picture - **£20.00** Sold by: With a Quill and a Stick

Embroidered Anniversary card, Silver 25th, Tree of Life - **£7.50** Sold by: Embroidered GOLD by Pauline

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# Thank You...



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