

solution25[®]

80+ Shopware
certificates



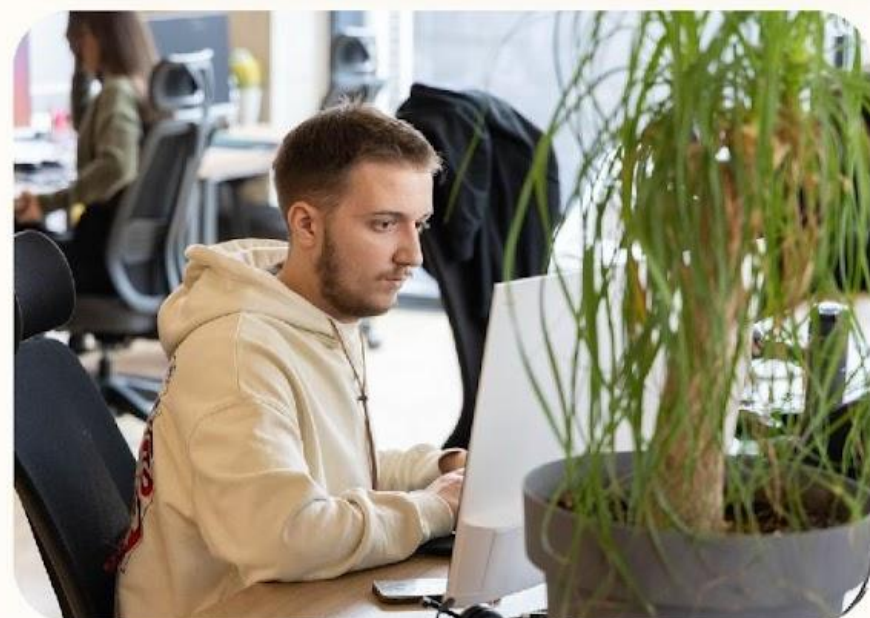
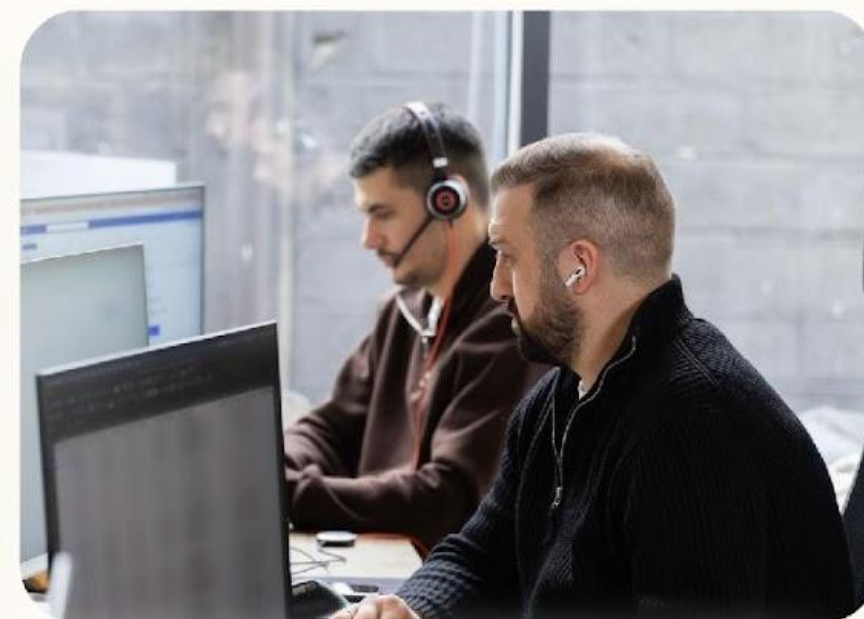
15+

**Years in
E-Commerce**



60

**Professional
developers**



80+
Shopware
certificates



5

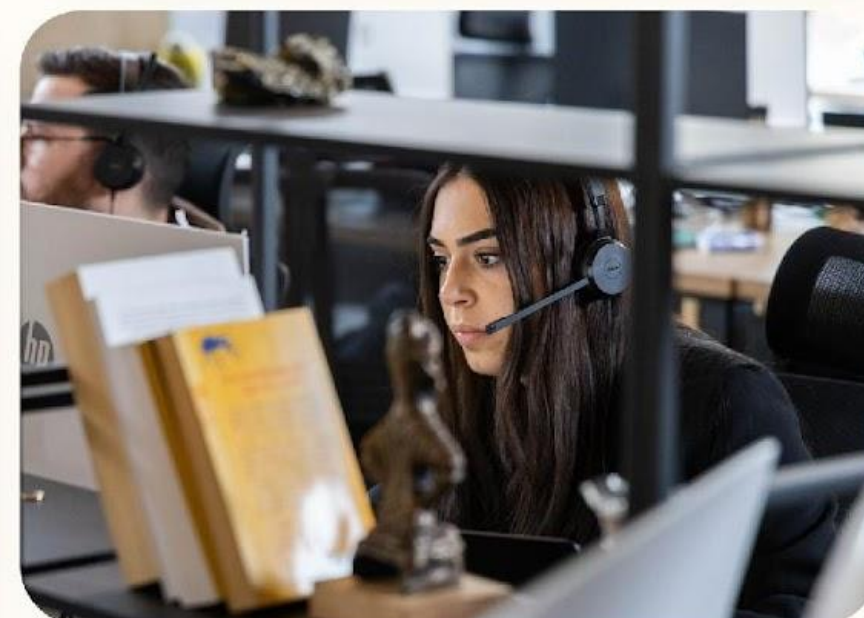
**Designer &
Marketing
Experten**

200+

Projects

10+

**Security &
IT Support**





Shopware United Connect

EU CONFERENCE

 shopware-united

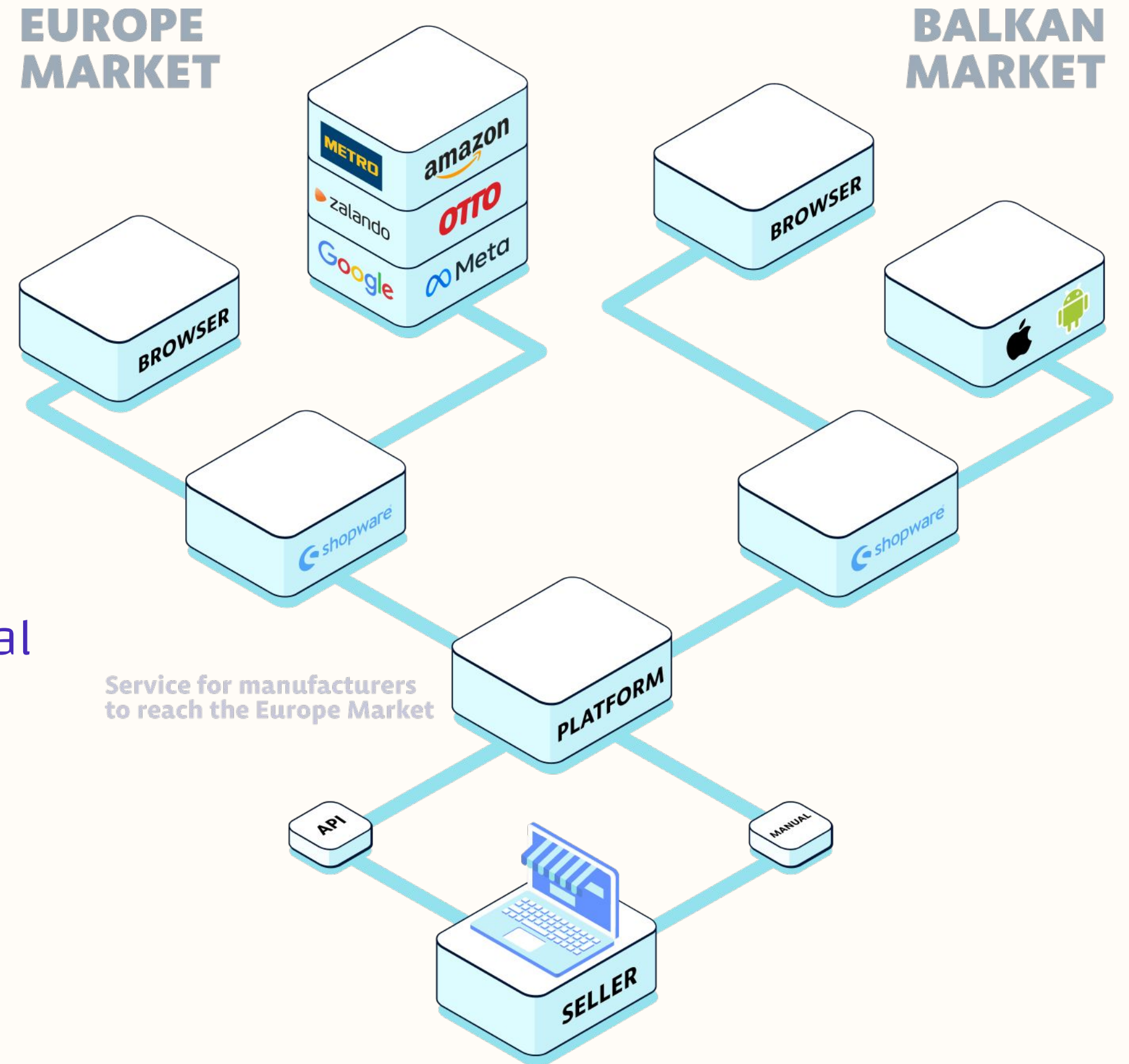
 @ShopwareUnited

Building a marketplace on Shopware: Foleja case study

Noara Bilalli & Shefqet Maloku – solution25 – 06.02.2025

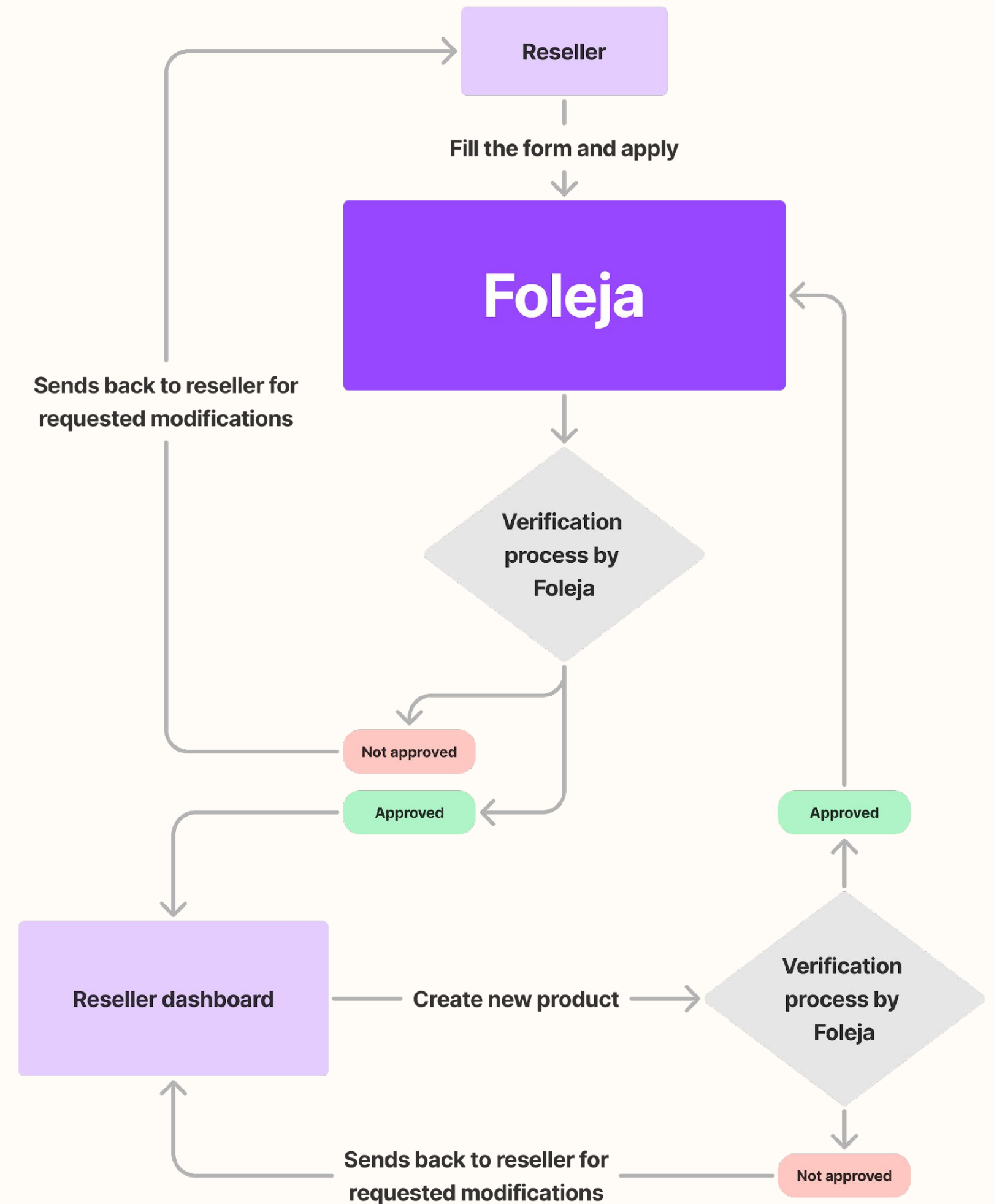
Overview of Foleja

- Foleja is an e-commerce platform similar to Amazon, built from online shop technology.
- Developed alongside Shopware with additional parallel software for database efficiency.



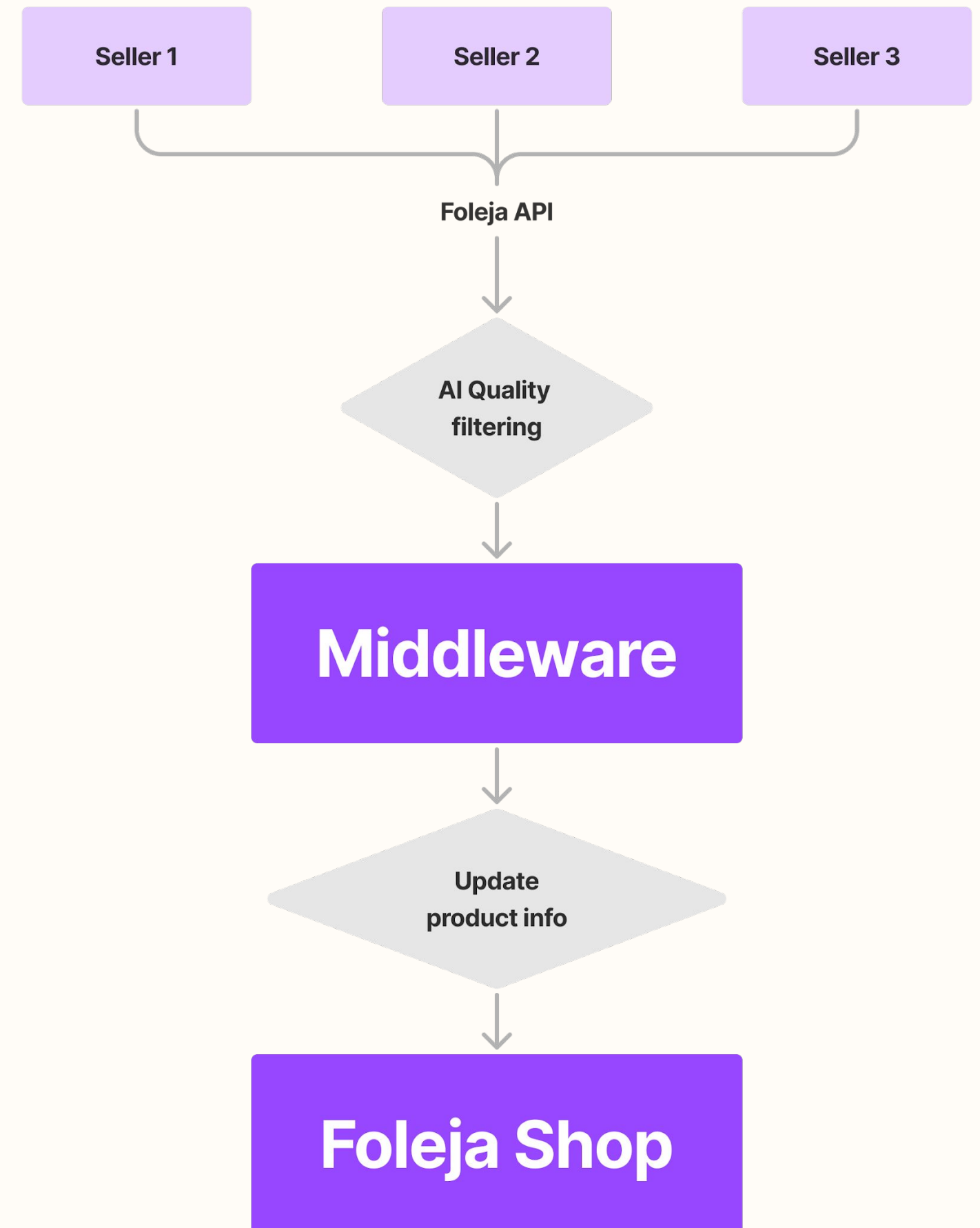
Reseller Process

- Resellers apply, get approved, and can add their products after review.
- Products are published once approved and can be deactivated or updated with approval.



Large Reseller API Integration

- Large resellers can use Foleja's API.
- AI ensures content quality control for up to **100,000 products**.
- Bulk updates can be made by product managers.



Database Optimization and Product Management

- Dashboard monitors inactive/out-of-stock products.
- AI-driven filtering helps decide which products to delete or archive.
- Maintaining a clean and efficient database.

The screenshot displays the 'foleja' dashboard interface. On the left is a dark sidebar with a navigation menu. The main content area shows a 'Products > All' view with a search bar and filter options. A table lists product entries with columns for SKU, Reseller, Brand, and Product name.

foleja

- Dashboard
- Categories
- Products ^
 - All
 - New
 - In progress
 - Pending
 - Accepted
 - Pricing
 - In shop
 - Archive
- Orders ∨
 - Merged orders
 - Split reseller
 - Split local-seller
- Languages
- Settings ∨
 - Companies
 - Users
 - Roles
 - Currency exchange
- Local sellers ∨
 - Dashboard

Imprint | Privacy policy

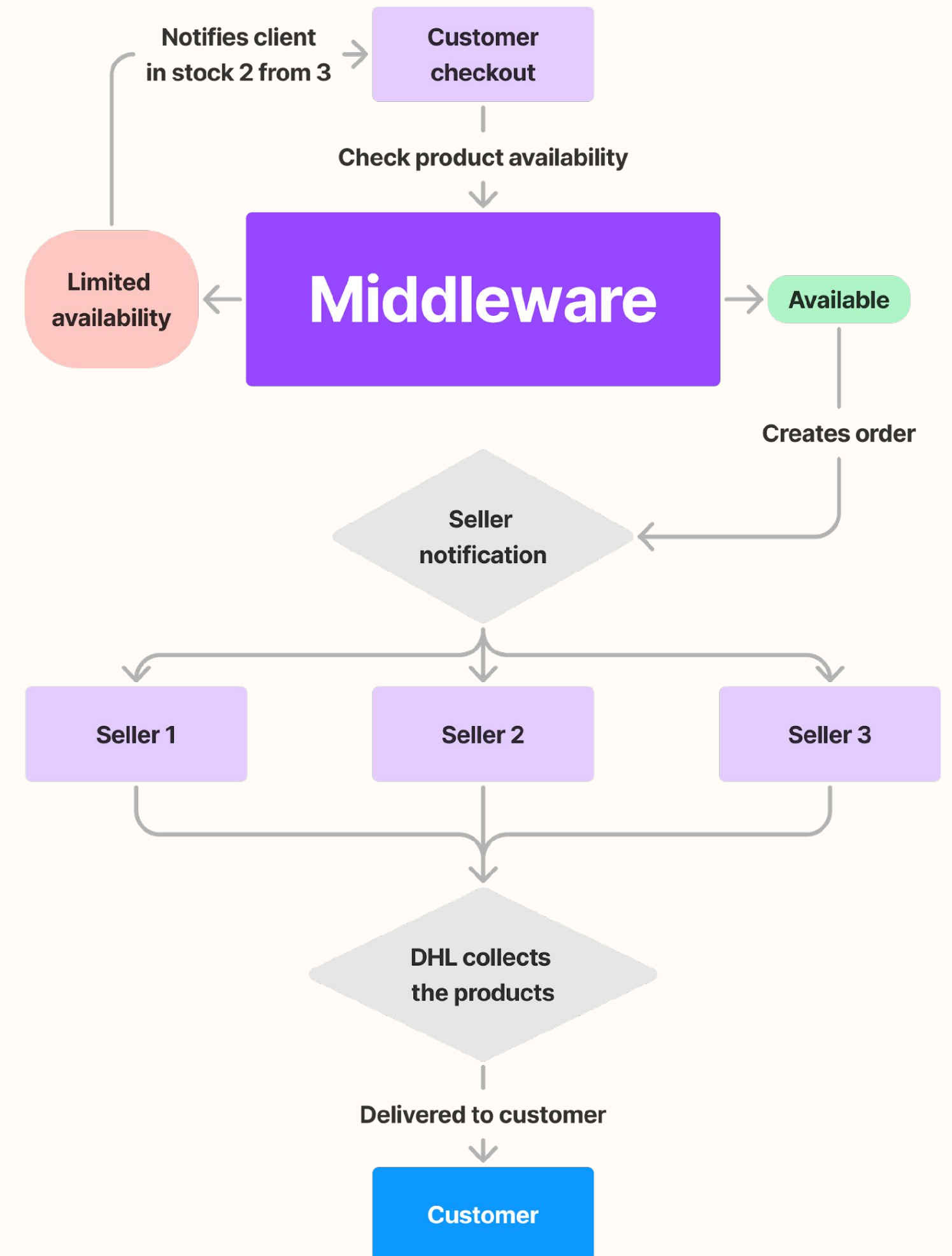
Products > All

Skü, etc. Reseller: All ∨ Brand: All ∨ Category Ext: All ∨ Category Int: All ∨

<input type="checkbox"/>	SKU Int.	SKU Ext.	Reseller	Brand	Product name
<input type="checkbox"/>	BIG-S4514546	S4514546	Candeo	Hyperx	Electric Label Maker Brother PT-H100...
<input type="checkbox"/>	BIG-S4514546	S4514546	Candeo	BigBuy Tools	Electric Label Maker Brother PT-H100...
<input type="checkbox"/>	BIG-S4514546	S4514546	Candeo	Hyperx	Electric Label Maker Brother PT-H100...
<input type="checkbox"/>	BIG-S4514546	S4514546	Candeo	Hyperx	Electric Label Maker Brother PT-H100...
<input type="checkbox"/>	BIG-S4514546	S4514546	Candeo	BigBuy Tools	Electric Label Maker Brother PT-H100...
<input type="checkbox"/>	BIG-S4514546	S4514546	Candeo	Hyperx	Electric Label Maker Brother PT-H100...
<input type="checkbox"/>	BIG-S4514546	S4514546	Candeo	Hyperx	Electric Label Maker Brother PT-H100...
<input type="checkbox"/>	BIG-S4514546	S4514546	Candeo	BigBuy Tools	Electric Label Maker Brother PT-H100...
<input type="checkbox"/>	BIG-S4514546	S4514546	Candeo	Hyperx	Electric Label Maker Brother PT-H100...
<input type="checkbox"/>	BIG-S4514546	S4514546	Candeo	Hyperx	Electric Label Maker Brother PT-H100...
<input type="checkbox"/>	BIG-S4514546	S4514546	Candeo	BigBuy Tools	Electric Label Maker Brother PT-H100...
<input type="checkbox"/>	BIG-S4514546	S4514546	Candeo	Hyperx	Electric Label Maker Brother PT-H100...
<input type="checkbox"/>	BIG-S4514546	S4514546	Candeo	Hyperx	Electric Label Maker Brother PT-H100...
<input type="checkbox"/>	BIG-S4514546	S4514546	Candeo	BigBuy Tools	Electric Label Maker Brother PT-H100...
<input type="checkbox"/>	BIG-S4514546	S4514546	Candeo	Hyperx	Electric Label Maker Brother PT-H100...

Order Organization

- Real-time stock checking at checkout.
- Orders are split among resellers, who manage status and tracking.
- Collaboration with **DHL Kosovo** for shipping and status updates.



Customer Tracking & Order Status

- Customers can track order status through their login area.
- Each reseller manages their own order status, which is reflected in the overall package status.

POSTA FALAS - në tërë Kosovën përmes DHL PËRFITO 20% ZBRITJE! Përmes aplikacionit Aplikacioni mobil Lokacioni - KS

foleja Kërko të gjitha produktet Krahasimi produkteve Lista e dëshirave Kyçu / Regjistrohu 9,95 €

All Category % Ofertat Ditore Sezonalë -20% Zbritjet e fundvitit Best Seller Dhurata Asaj Dhurata Atij

Pershendetje, Besar Bilalli

- Të dhënat e profilit >
- Profili juaj >
- Adresa >
- Mënyra e pagesës >
- Porositë >
- Dil >

Nuk ka porosi (Shembull Desktop) >

Nuk ka porosi (Shembull mobile) >

Porositë e fundit (13) Porositë e dorëzuara (65)

Porositë e fundit

Fsheh detajet

Open 10.07.2023 - 16:35 Confirmed 10.07.2023 - 16:35 Dispatched 10.07.2023 - 16:35 Transit DHL Warehouse Out for Delivery Delivered

Numri i porosisë	Data e porosisë	Statusi i pagesës	Mënyra e pagesës	Statusi i transportit	Mënyra e transportit
10286	16 Shtator 2022	I pa paguar	Pagesa pas pranimit	E dërguar	Transporti falas

PRODUKTET E POROSISË

Produktet	Status	Return status	Sasia	Çmimi për njësi	Nëntotali
Gaming Laptop 3D4RC Riba	Exported	Requested	2	5.00€	11.80€
Gaming Laptop 3D4RC BigBuy	Complete		2	5.00€	11.80€
Gaming Laptop 3D4RC Action	Approved		2	5.00€	11.80€
Gaming Laptop 3D4RC solution25	Exported	Approved	2	5.00€	11.80€
Gaming Laptop 3D4RC Harley & Cho	Complete	Declined	2	5.00€	10.00€
Gaming Laptop 3D4RC Comodita	Approved		2	5.00€	10.80€
Nëntotali					60.00€
Shipping total					0.00€
Totali					68.00€

● Canceled Shiko detajet

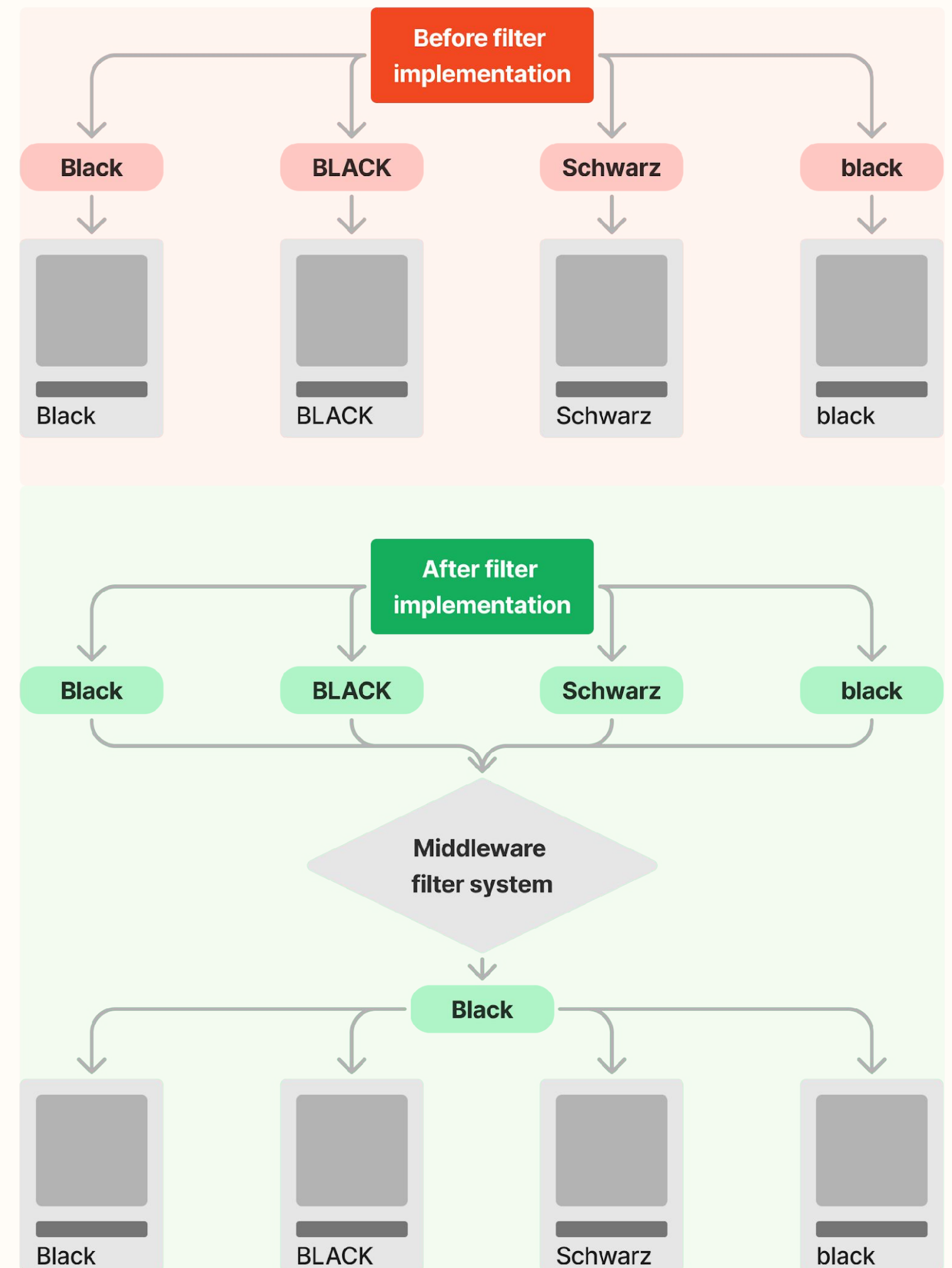
Numri i porosisë	Data e porosisë	Statusi i pagesës	Mënyra e pagesës	Statusi i transportit	Mënyra e transportit
10286	16 Shtator 2022	I pa paguar	Pagesa pas pranimit	E dërguar	Transporti falas

● Open Shiko detajet

Numri i porosisë	Data e porosisë	Statusi i pagesës	Mënyra e pagesës	Statusi i transportit	Mënyra e transportit
10286	16 Shtator 2022	I pa paguar	Pagesa pas pranimit	E dërguar	Transporti falas

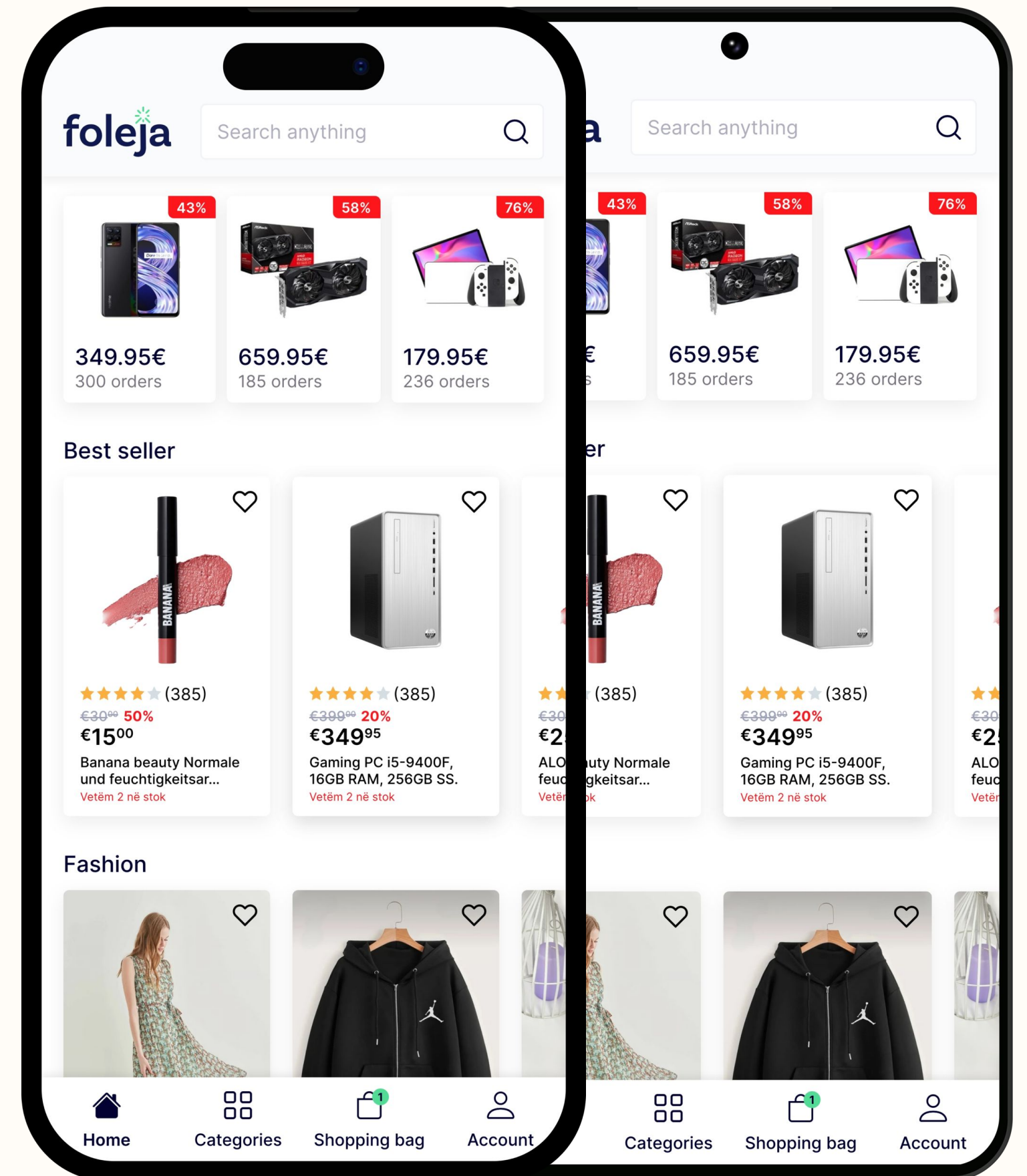
Mapping System for Resellers' Attributes

- A mapping system consolidates unique attributes from resellers into a unified format.
- Ensures consistency across the platform.



Shop Features and Innovations

- Developed custom payment plugins for **Raiffeisen** and **NLB (Slovenia)**.
- Restructured shop performance to minimize loading times, especially for navigation menus.
- Mobile app developed using React Native for **iOS** and **Android**.
- Optimized search logic tailored for the Albanian language.



Summary & Conclusion

- Foleja provides an efficient e-commerce platform that **integrates resellers, payment systems, and real-time order management.**
- Offers cutting-edge features for a seamless user experience.



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 [solution25](https://www.linkedin.com/company/solution25)

MEET US AT



Shopware United Connect
EU CONFERENCE

Pre-Party 18th February 2025, Berlin

**E-COMMERCE
BERLIN** **19. + 20.2. booth C5.6**
EXPO (proud sponsors and exhibitors)

E-commerce Germany Awards 2025
19th February 2025