



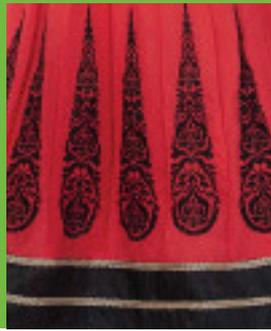
Kamran Azeem
Shoppystop

“The experience of buying GoDaddy products was as simple as 1, 2, 3.”



Case study: Shoppystop

MR. KAMRAN AZEEM MASTERS THE ART OF SELLING



Local handicrafts go global

Mr. Kamran Azeem represents the new entrepreneurial spirit of emerging India. Young and ambitious with a healthy appetite for risk, Mr. Azeem and his three associates set up Shoppystop, an online retail website, in early 2014. They had two objectives — the first, to provide local small businesses and artisans with a platform to reach a larger audience online, and the second, to make a difference in Mr. Azeem’s hometown of Jodhpur.

Jodhpur, also known as Sun City, is the second largest city in Rajasthan. It’s a famous Indian tourist destination, world-renowned for its handicrafts. Mr. Azeem was familiar with the demand for handicrafts, and he began exporting these goods all over the world. However, he needed a website to widen his market.

Shoppystop.com offers a “million choices at one stop,” including sweets, namkeens and pickles and men’s and women’s apparel. Shoppystop also plans to add footwear, handbags, jewelry, personal care items and home décor to its selection. The website is being integrated with a payment gateway, but in the meantime, the company takes phone orders it receives online — nearly 20 every day.

A trusted eCommerce partner

Mr. Azeem’s choice of online partner was an obvious one. He had very positive feelings toward GoDaddy, especially after the company’s new advertising campaign featuring one of his favorite Bollywood stars. Many of Mr. Azeem’s friends also recommended GoDaddy.

At a Glance

- Business:** Shoppystop
- Website:** shoppystop.com
- Founded:** Early 2014
- GoDaddy Helped Us:** Build our online business
- Results:** 500+ orders received every month



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He found and registered his domain name within minutes and purchased web hosting. Then he added an SSL Certificate to ensure customers felt safe making purchases on his website. From beginning to end, Mr. Azeem's experience with GoDaddy has been successful.

"The experience of buying GoDaddy products was as simple as 1, 2, 3," he said.

Since GoDaddy Web Hosting offers 99.9% uptime, Mr. Azeem feels confident knowing his business won't lose sales because his website is down. And he takes pride in knowing payment info and customer data exchanged on his site are private thanks to GoDaddy's SSL Certificate.

.com, a credible platform

Mr. Azeem believes a .com domain name lends higher credibility to his business. Customers consider Shoppy Stop to be a trustworthy partner. A .com is also more memorable and search friendly, enabling Shoppy Shop to find new customers globally.

Superb buying experience

Mr. Azeem gives GoDaddy a thumbs up for its service and products.

"I interacted with the GoDaddy customer service team from time to time, and they provided me with the right solution every single time," Mr. Azeem said. "They were polite and efficient."

Mr. Azeem is also pleased with cost. He said GoDaddy pricing is the best, and there are no companies in the industry that compare.

Dancing to a new tune

As Mr. Azeem prepares to fully launch his eCommerce website, he can't help but dance. He says he owes much of his optimism and excitement to GoDaddy.

"I'm so happy to be a part of Dada's family," he said.

Like his favorite Bollywood star, Mr. Azeem hopes to someday move to the beat of business success.

GoDaddy Products That Helped Us

Domain: An online identity helps customers find Shoppy Stop

Web Hosting: Lightning-fast web hosting provides 99.9% guaranteed uptime

Email: Professional email lends greater credibility when communicating with customers

SSL Certificate: A simple, cost-effective way to protect private information like passwords and credit card numbers so customers can shop with confidence knowing their information is protected



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