

Orders On-Line

BALKANICA

1. Advertising banner: catalog and offers

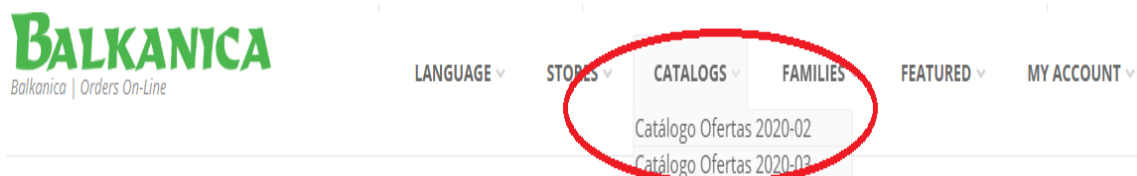
You can click on the banner that appears at the top of the page.

- If you click on an offer → all products of that brand that currently have an offer will open.



2. Section "Catalogs"

The catalogs can also be opened from the menu of the page (section "Catalogs"), there you can choose between the current catalogs.



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3. Product search

The search works even when no reference has been entered (name, brand, etc.), that means, without data.

If you click on the button "**SEARCH**", without data entered, the search will show a list with all the products available.

Code	Name	EAN	Brand	
				SEARCH

4. Section "Featured" -> "Favorites"

Within the "Featured" section, in the "Favorites" option, you can add and save those products that are usually purchased. This way you don't have to look for them every time a new order is placed.

The screenshot shows the Balkanica website interface. At the top, there is a navigation bar with the Balkanica logo and links for LANGUAGE, STORES, CATALOGS, FAMILIES, and MY ACCOUNT. Below the navigation bar is a large banner for MARLENKA featuring a 10% discount on all brands. Below the banner is a search bar with fields for Code, Name, EAN, and Brand, and a green SEARCH button. Below the search bar is the 'Featured' section, which contains four icons: a star for Offers, a star with an exclamation mark for New, a clock for Opportunity, and a heart for Favorites. A red arrow points to the heart icon in the Favorites section.

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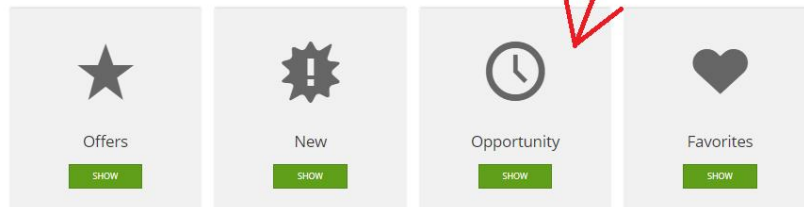
5. New section “Featured” → “Opportunity”



In “Featured” the novelty of “Opportunity” has been introduced. This means that entering there you can consult all those products that have offer/discount, because its expiration date is close. They also appear in the list of products with others that have no offer.



Featured



These type of products are framed in **GREEN** color.

Products

Code	Name	EAN	Brand	SEARCH
				SEARCH
Country	Family	Subfamily	Featured	CLEAN FILTERS
				CLEAN FILTERS

Items: 4870

Items per page

16

1 2 3 4 5 6 7 8 9 ...305 Next >

All unit prices are VAT excl.



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6. Individual product specification

To obtain more information about a product, click on it and enter its individual specification.

Once inside, apart from being able to consult the additional information and/or add the product to the cart, is given the option to buy the same product offered due to its expiration date, the previously explained "Opportunity".

400 GR COW'S YOGURT 4.5% MADJAROV

☒ Limited time opportunity ☒ Available



Quantity

- 12 +



Limited time opportunity - Items: 1

☒ Available



☒ Limited time opportunity

400 GR COW'S YOGURT 4.5%
MADJAROV

- 12 +

Pack 12 UN

Product expires on 21/02/2020

DETAIL

EANS

LAST SHOPPING

Specifications

Code	1010300175
Family	Dairy products
Subfamily	Cow's yogurt
Brand	MADJAROV
Sale unit	UN
Av. Shelf life	21 days
Gross weight	0,41

Details

Packing: Pack
Contains: 12 UN
Minimum purchase: 12 UN



Offer

Min. quantity	Max. quantity	From	To	Discount	Offer price	Promotion
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VERY IMPORTANT: The date that appears on the offer is the day the product expires, **NOT** the day the offer ends.

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Also, under the selected product other “Alternative products” are shown  similar to the chosen one. The **GREEN** arrow indicates that there are more alternative products that don't appear in the image and you have to click on it to see them.

800 GR QUESO VACA PVC MERONE

 **NEW** ☒ Available



Quantity

- 2 + 



Alternative products Items: 12

 DETAIL

 EANS

 LAST SHOPPING

Specifications

Code	1010100191
Family	Dairy products
Subfamily	Cow's milk cheese
Brand	MERONE
Sale unit	UN
Av. Shelf life	189 days
Gross weight	1,60

Details

Packing: Box
Contains: 4 UN
Minimum purchase: 2 UN



Offer

Min. quantity	Max. quantity	From	To	Discount	Offer price	Promotion
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☒ Available



800 GR COW'S MILK CHEESE
PVC BALKANICA

- 2 +

Box 12 UN  

Av. Shelf life 302 days

☒ Available



800 GR COW'S MILK CHEESE
ELENA

- 2 +

Box 12 UN  

Av. Shelf life 225 days

☒ Available



800 GR COW'S MILK CHEESE
PVC DESTAN

- 2 +

Box 6 UN  

Av. Shelf life 239 days

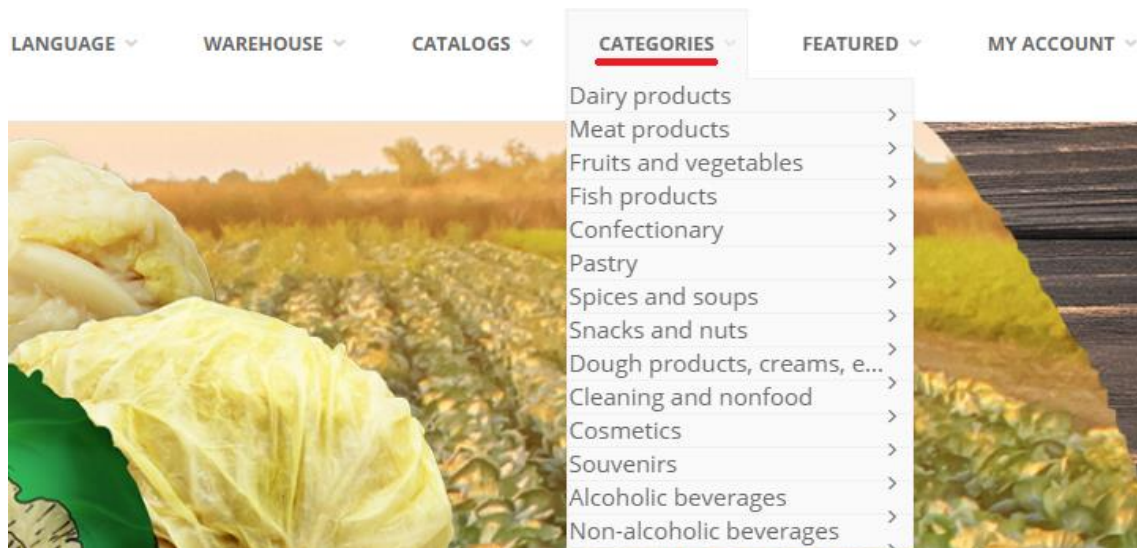
7. Price recalculation

From now on, with each access to the cart, the system will automatically update the prices of those lines that have undergone some modification respect to the day the items were added to the cart. Even so, informatively, the system will also show the previous price, that is, the price that the item had at the time of its selection.

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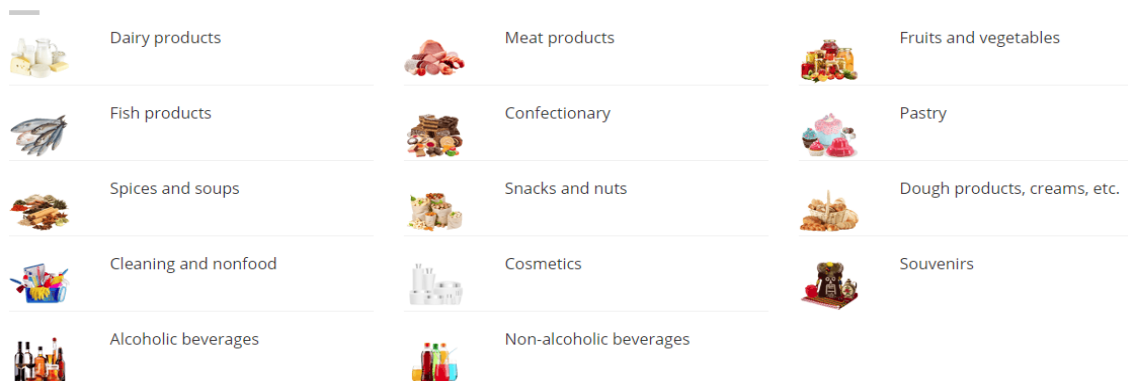
8. Categories

To access the different product categories, in addition to being able to do it from the menu at the top....



... it can also be done directly from the home page itself.

Categories



9. Product Tags

Tags have been added next to the search that allow the products to be further filtered. To reach them, you must first click on empty "SEARCH".

A screenshot of the search bar on the Balkanica website. The search bar is located at the bottom of the page and contains four input fields labeled 'Code', 'Name', 'EAN', and 'Brand'. To the right of these fields is a green button with a white downward-pointing arrow and the word 'SEARCH' in white capital letters. The background of the search bar area shows a close-up of various fruits.

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Once this is done, different options open from which you can choose one or more tags.

These tags filter the search for products that contain any of the selected characteristics.

Products

Code

Name

EAN

Brand

SEARCH

Country

Category

Subcategory

Featured

CLEAN FILTERS

Show all products that may have any of the selected characteristics

☐ High quality

☐ Bio

☐ Premium quality

☐ Ready meal

☐ Lent

☐ Protected geographical indication

☐ Dietetic

☐ Ecological

☐ Limited edition

☐ Genetic unmodified

☐ Halal

☐ Best seller

☐ Best quality

☐ Natural

☐ Organic

☐ Original

☐ Exclusive product

☐ Without synthetic additives

☐ Sugar free

☐ No preservatives

☐ Gluten free

☐ Lactose free

☐ Traditional

☐ Vegan

☐ Vegetarian

☐ Kosher

IMPORTANT:

You can choose several options, but this doesn't mean that only products that contain ALL the selected tags will be displayed, but those that contain some of them.

For example, if you choose Dietetic and Ecological.

NOT only products that are Dietetic and Ecological at the same time are shown, but those that can be only Dietetic or only Ecological.

That is, products that don't comply with everything selected are not excluded.

Products

Code

Name

EAN

Brand

SEARCH

Country

Category

Subcategory

Featured

CLEAN FILTERS

Show all products that may have any of the selected characteristics

☐ High quality

☐ Bio

☐ Premium quality

☐ Ready meal

☐ Lent

☐ Protected geographical indication

☒ Dietetic

☒ Ecological

☐ Limited edition

☐ Genetic unmodified

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☐ Without synthetic additives

☐ Sugar free

☐ No preservatives

☐ Gluten free

☐ Lactose free

☐ Traditional

☐ Vegan

☐ Vegetarian

☐ Kosher

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10. Product offers

By accessing both the page, as in a certain category of product, they can jump as pop-ups offers of featured products.

OFERTA HELL



✓ Disponible
★ Oferta NOVEDAD



BALKANICA©

0,25 L BEBIDA ENERGETICA CLASIC HELL

0,35 €

Paquete 24 UN

Cad. media 677 días

CERVEZA BERGENBIER



OFERTAS CAROLI Y MAESTRO



Product	Price
SCARITA AFUMATA MAESTRO	4.99 €
COSTITA CU OS FIARTA SI AFUMATA CAROLI	5.79 €
PARIZER TARANESC CU PIEPT PUI CAROLI	3.69 €
PARIZER TARANESC DE PORC APROX CAROLI	4.19 €
CARNATI CABANOS VID CAROLI	2.49 €
CARNATI GRATAR EXTRA CFG CAROLI	4.99 €
CARNATI SEMIAFUMATI EXTRA	4.99 €
CAROLI CARNATI OLTENESTI EXTRA 80% CARNE	4.99 €
CARNATI MACELARESTI CAROLI	4.99 €