



# An Eye-Opening Tale

Eye-Care | E-Commerce



Liza Gomes, the studious scion of the Gomes family at Brooklyn, New York, surprised her

elders when she decided to take control of their waning family business of optical eye care. Infact, her father was about to sell it off when she chose to intervene.

They could not comprehend as to why she has chosen to do it right after graduating with a degree in ophthalmology, and more so, being fully aware of the situation at hand?

Now past its previous glory, Gomes Eye Care was till sometime ago, one of the leading stores in the area, specializing in eye wear of every type. Their merchandise included fashion shades and optical glasses for people of all ages , serving the fashion conscious as well as patients. But then, the slump that Liza’s father experienced seemed to occur all of a sudden Clientele, which till a couple of years ago would make a beeline before his store to pick up the spectacles of their choice, were suddenly missing.

What went wrong ??

Her father pondered. “Perhaps a change in the portfolio would do.”



Gomes Eye Care had always specialized in adult’s eye wear. Albert Gomes, Liza’s grandfather gave little importance to children, as during his time people only beyond a certain age would require glasses, forget stylish sunshades. Liza’s father, Mr. George Gomes, had followed in his father’s footsteps, and now found himself oblivious of the changing times.

“But now even children below 18 are using glasses, for better vision and fashion. ” Liza argued with her father



It was high time the old business was revamped ; at all costs.

The target group had to be modified and along with it their stock and advertisement protocols. Earlier, word of mouth was enough for a shop to flourish, but now with the internet, the business needed to be more accessible.



Mr. George was reluctant to invest more money into the enterprise which according to him was sinking.



It took Liza quite a coaxing to convince her father to start their own online portal where customers from all over

the world could see their stock and place orders along with their requirements, prescriptions, name, and address enabling them to arrange, dispatch and deliver the exact product to the concerned person in need.

She got in touch with Mindfire Solutions who developed a state-of-the-art ecommerce website which set things rolling.

Nowadays, Liza keeps busy checking and analyzing the online orders, along with attending to her patients, with eye problems, every evening at the in-shop chamber.

Now and then, she gets pleasantly interrupted by the latest sunglass designs her friend keeps sending, to her for approval.



“Why not sell sunglasses for kids, too? Everybody wants one these days,” she had thought.

Liza has given her consent on some

of the designs. Soon they would sell sunglasses for kids as well.



Looking back, that sense of achievement had happened when Liza once noticed a note on the client’s feedback page of their portal. Written by a 16-year-old school sophomore from Riverdale. It read:

*“Thank you for couriering my order on time, just two days before my High School exams. I’d broken my reading glasses just before it was about to start. I placed the order on your website after failing to find the right pair of glasses as per the doctor’s specifications in my neighborhood. Thanks to your prompt action I could take the examination without wasting a precious year.”*

Later in the night, Liza had taken a print of the email and showed it to her father, who complimented her efforts in helping the boy. Inside, he was beaming with pride at what his daughter had achieved in such quick time. The smile said it all.



## About us

Mindfire Solutions started in October of 1999, with the purpose of providing expert software services globally, and has steadily grown to its 1000-seat facilities at 2 engineering centers.

In its heart and soul, Mindfire is a software service provider, with unrelenting focus on small-team, offshore-based custom software development and testing work using Agile methods.

We are clear in our vision of building a software engineering powerhouse, and we do not spend time and energy in activities which do not fall under the purview of our core competence.

Our vision is "to be a globally respected, professional and innovative software services and technology company".

Our mission statement reinforces our vision: "Imagine. Think. Plan. Act. Deliver. Improve."

In the last 23+ years, we have successfully delivered on 2000+ engagements across 500+ global clients.

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