



E-COMMERCE · DAMASCUS, SYRIA

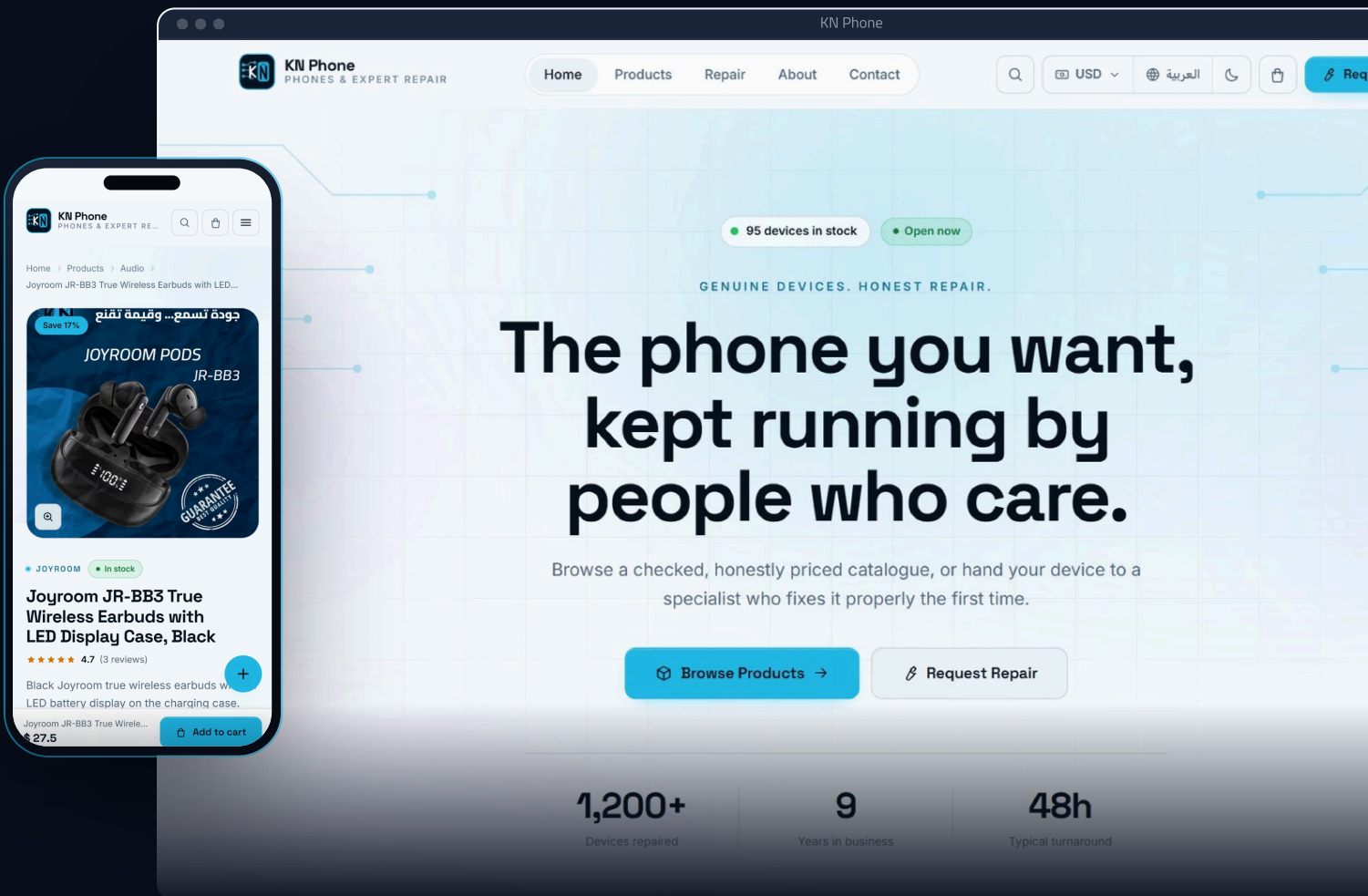


KN Phone

PHONES & EXPERT REPAIR

An online phone store with the whole shop running behind it.

A bilingual online store and management dashboard, designed and developed by MagnAct for a phone shop and repair lab.



Storefront

Guest checkout

Inventory

Counter sales

Cash box

Reports

Analytics

Designed & developed by

MagnAct

magnact.com

THE PROJECT

From a shop counter to a complete online business

KN Phone sells phones, accessories and audio gear in Damascus and repairs iPhone and Samsung devices in its own lab. MagnAct designed and built its bilingual online store and the dashboard that runs the business: orders, stock, counter sales, cash, repairs, reviews and reports.

PROJECT AT A GLANCE

CLIENT	LOCATION	INDUSTRY	DELIVERED	LANGUAGES
KN Phone	Damascus, Syria	Phone retail & repair	Online store + management dashboard	Arabic & English

01

Business concept

KN Phone combines a retail counter with a repair lab. It confirms every order personally, by phone or WhatsApp, so the store was built around that habit: no accounts and no passwords. A phone number is the customer's identity.

02

Customer shopping journey

Customers browse by category or search in Arabic or English, narrow by price and availability, and read a product page that shows the price, the saving, the stock level, the reviews and the delivery terms before they commit.

03

E-commerce capabilities

A cart and a short guest checkout, delivery or pickup with a configurable fee and free-delivery threshold, sale prices, prices in US dollars or Syrian pounds, moderated reviews and repair requests, all in two languages.

04

Operational management

Behind the storefront, one dashboard runs orders and customers, a stock ledger, counter sales, the cash box, repairs, reviews, analytics and printable reports, with separate rights for the owner and the staff.

05

Business value

Online orders, walk-in sales and repairs meet in one system. Stock moves when an order is placed and comes back if it is cancelled, completed orders count as sales, and the owner reads sales, profit and cash from the same records.

PROJECT SCOPE

28

management screens in the dashboard

6

order statuses, from new to completed or cancelled

5

print-ready business reports

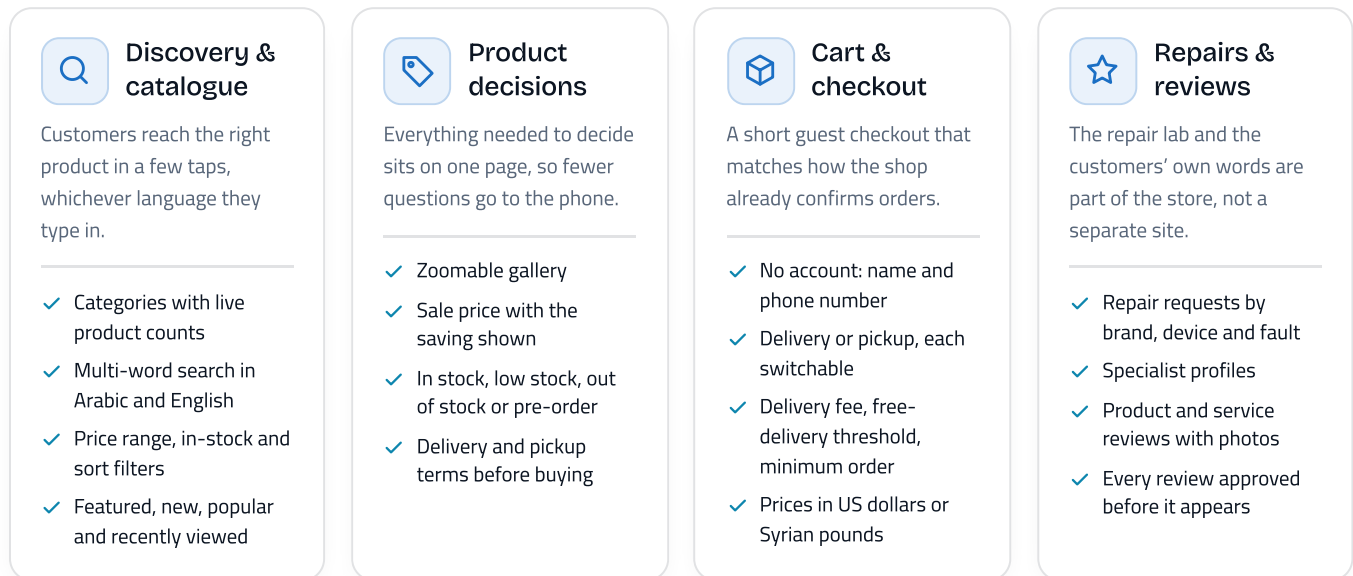
470+

automated tests guarding the code

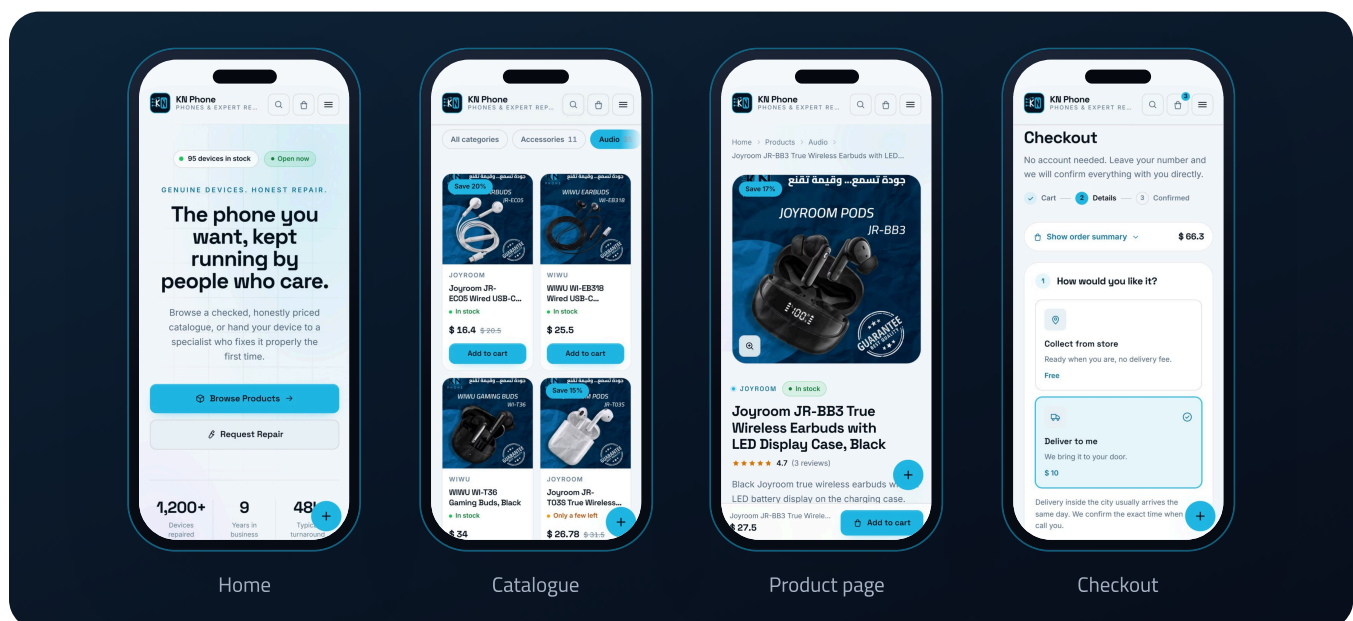
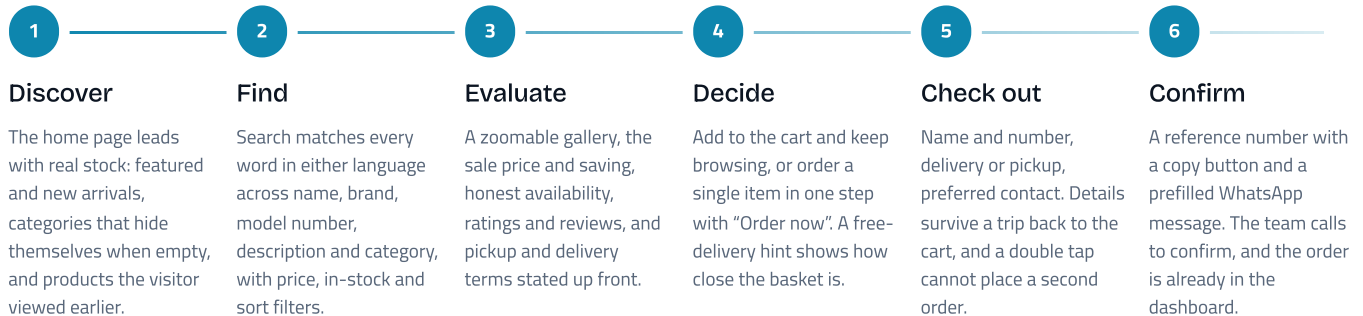
FOR CUSTOMERS

Built for the way customers shop from a phone

Discovery, product decisions and checkout, designed mobile-first in Arabic and English.



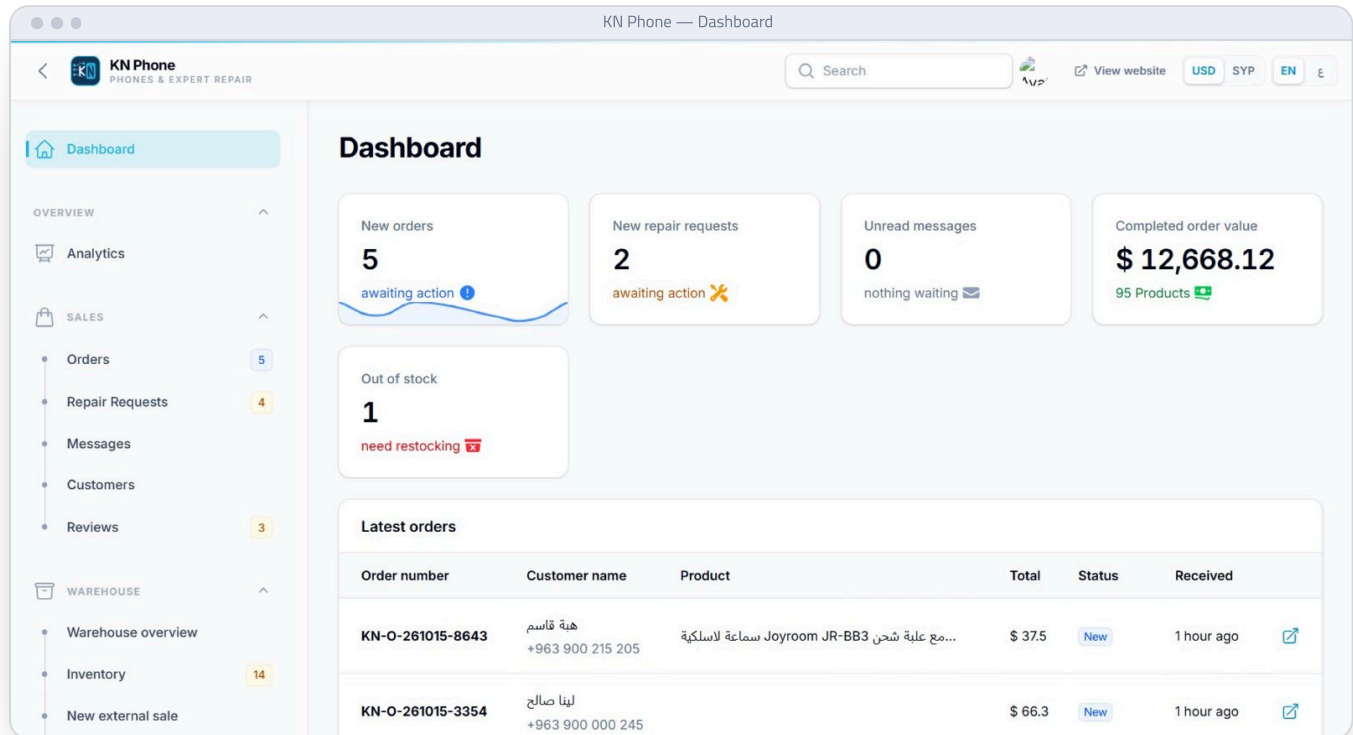
THE CUSTOMER JOURNEY



THE MANAGEMENT DASHBOARD

One dashboard behind every order

Orders, customers, stock, counter sales, cash, repairs, reviews and reports, in Arabic or English, with separate rights for the owner and the staff.



Dashboard New orders and repair requests awaiting action, unread messages, completed order value and products out of stock.

Orders & customers

- ✓ New → confirmed → processing → completed
- ✓ Customer profiles keyed on the phone number
- ✓ Orders, spend and dates per customer
- ✓ One-tap WhatsApp from the customer list

Inventory & counter sales

- ✓ Stock in with supplier and unit cost
- ✓ Low-stock alerts per product
- ✓ Counter sales with printable receipts
- ✓ Stock counts with owner approval

Cash, reports & analytics

- ✓ Cash box with deposits, expenses and withdrawals
- ✓ Sales, profit, inventory, cash and movement reports
- ✓ A4 print layouts
- ✓ Built-in visitor and conversion analytics

Store control

- ✓ Owner and staff roles
- ✓ Theme colours, fonts and light/dark mode
- ✓ Delivery, currency and review settings
- ✓ Bilingual content, hero and contact details

TWO ROLES, CLEARLY SEPARATED

Owner

Everything, including purchase prices and profit, the cash box, stock corrections, approving stock counts, reviewers' phone numbers and deleting reviews.

Staff

The shop floor: orders, customers, repairs, receiving stock, counter sales, stock counts, reports and review moderation.

SAMPLE RESULTS

Six months of trading, as the dashboard reports it

SAMPLE DATA

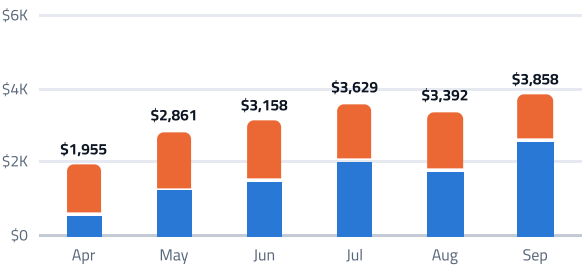
Illustrative figures, not KN Phone’s results. They were produced by running the store’s own order, stock and repair logic over six months of fictional trading (April to September 2026), then reading each month back through its own sales and inventory reports.

Revenue, 6 months	Gross profit	Gross margin	Stock value at cost	Requests, 6 months	Completed
\$18,854	\$7,204	38.2%	\$11,790	287	95%
			at the end of September		

Revenue by channel

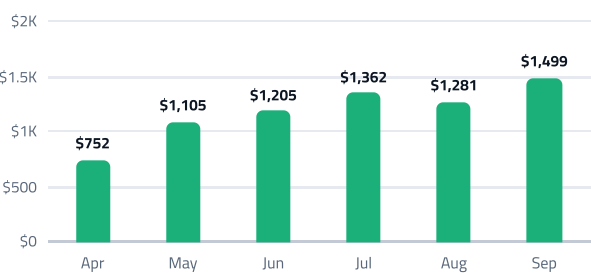
US dollars per month

Online orders Counter sales



Gross profit

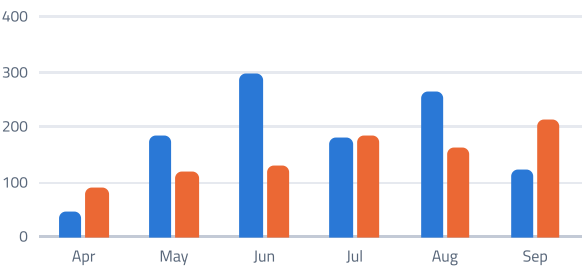
Revenue minus the purchase cost recorded for each unit sold



Units received and sold

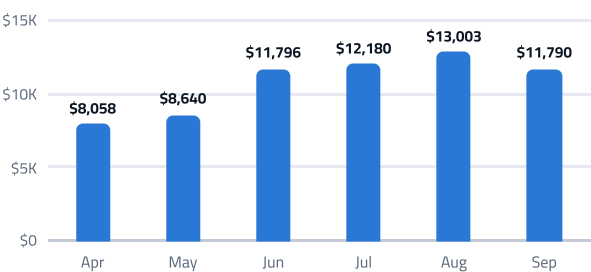
Per month

Received Sold



Stock value at cost

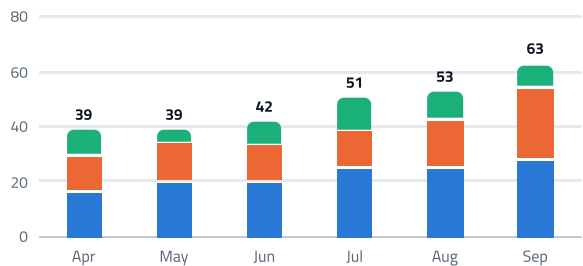
At each month end



Requests by brand

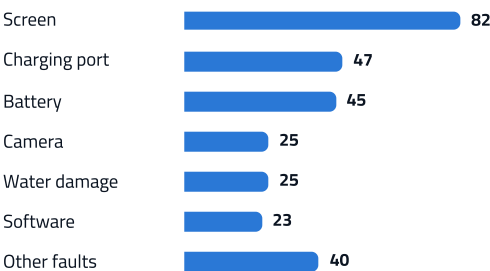
Per month

iPhone Samsung Other brands



Most common faults

Requests, April to September

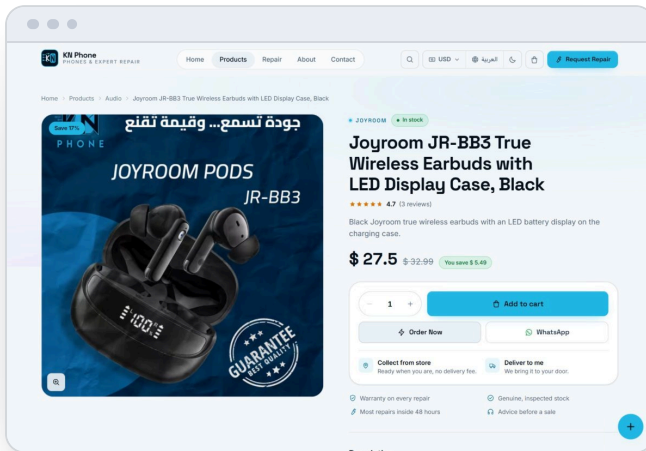


The dashboard tracks repairs as requests with a status and a quote; repair income is not booked as store sales.

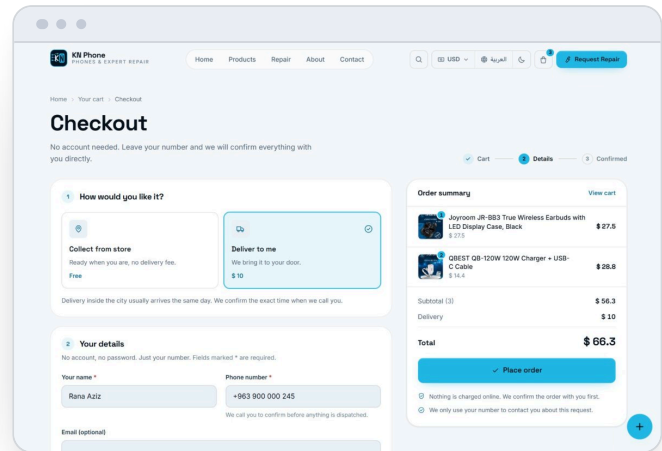
INSIDE THE STOREFRONT

Inside the product

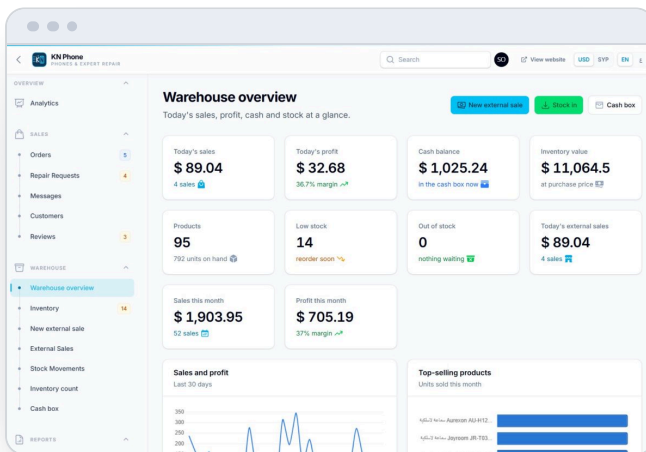
Real interfaces from KN Phone. Prices, stock, orders, customers and reviews are sample data.



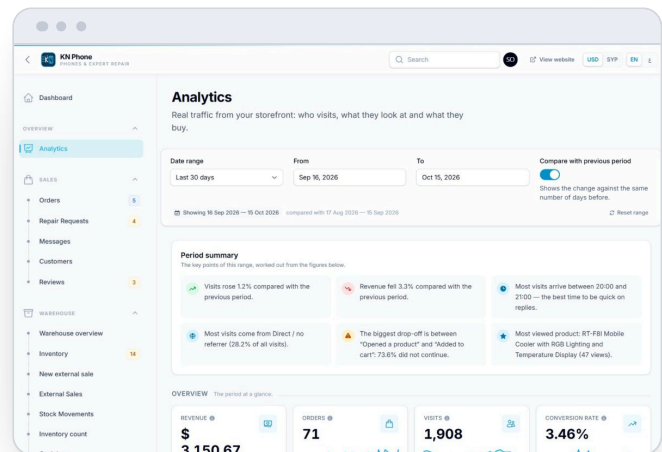
Product page Gallery with zoom, sale price and saving, availability, rating, add to cart, one-step order and WhatsApp in the buy box.



Checkout Guest checkout in three steps: delivery or pickup, contact details, and a summary recalculated on the server.



Warehouse overview Stock value, sales and stock-flow charts, top products and the low-stock list.



Analytics Visits, devices, sources, top pages and the path from product view to purchase, from the store's own data.

WHAT SETS IT APART

**Arabic first, mirrored properly**

Arabic is the default language, laid out right to left throughout, with English as a full alternative. Every page has its own address in each language.

**Made for the phone in hand**

A sticky buy bar on product pages, a collapsible order summary at checkout and large touch targets, for shoppers who browse and buy on a phone.

**Honest prices and availability**

Sale prices show the original and the saving, low stock shows the real number, and empty categories hide instead of leading to blank pages.

**Light, fast images**

Every upload is re-encoded into WebP sizes, plus AVIF where the server supports it, and served to fit the screen, so a product page loads a fraction of the original photo weight.

**A brand the owner controls**

Colours, fonts, corner radius and the default light or dark mode are settings, applied to the store and the dashboard alike.

**Privacy around reviews**

Reviewers' phone numbers are encrypted and visible only to the owner, and review photos stay private until the review is approved.

BUILT WITH

Laravel 13 · PHP 8.4

Filament 5 · Livewire 4

Blade · Tailwind CSS 4 · Alpine.js

MySQL



MAGNACT

Selling online and in store? Run both from one system.

MagnAct designs and builds online stores together with the dashboard, stock and reporting behind them, in Arabic and English, and stays with you as the business grows.

"Marketing that attracts and smart solutions that act. One partner for growth and technology."

WHAT WE CAN BUILD FOR YOUR STORE

- ✓ Bilingual storefronts, Arabic first
- ✓ Guest or account-based checkout
- ✓ Inventory, counter sales and cash
- ✓ Sales, profit and stock reports
- ✓ Moderated reviews and service requests
- ✓ Owner-controlled branding and settings

WHAT WE DO

- ◆ E-commerce & Payment Solutions
- ◆ Web & Mobile Development
- ◆ Custom Software & System Integration
- ◆ Cloud, Hosting & Server Management
- ◆ Cybersecurity & Data Protection
- ◆ Digital Marketing & Ads Management
- ◆ Graphic Design & Branding
- ◆ Video Production & Motion Graphics

Let's plan your store

Tell us how your shop sells today. We will show you what an online store and dashboard built around it could do.



Website

magnact.com



Email

info@magnact.com