



DIGITAL™
APTECH PRIVATE LIMITED

A renowned name in the hospitality industry helps eliminate individual apps with a single

**multiutility
e-Commerce**

As per the 2017 circumstance, the fast development of web entrance and the utilization of mobile applications have incredibly supported monetary incorporation and have empowered dependence on online payment modes. This has laid out a solid reason for e-Commerce business improvement in Zimbabwe.

Then again, still-low financial rates, delicate regulations and guidelines administering the area, and an absence of cross-country harmonization of these principles oblige Zimbabwe's e-Commerce business. The potential factor that might thwart the fruitful full execution and reception of the e-Commerce business in Zimbabwe is the security of online exchanges. The economy of Zimbabwe has been decreasing since the land reform commencement, henceforth the need to track down solutions to boost or revive it.

Zimbabwe faces various financial difficulties including an enormous external debt and lacking conventional employment. The economy proceeds to wane and it has failed to meet expectations in the primary portion of the year 2014, neglecting to meet the public authority's development estimates. The rising informal style of the economy combined with developing deindustrialization has seen the economy performing grimly. However, different nations that have embraced and executed e-Commerce have received several benefits, for example, enjoying cheaper items, the convenience of purchasing items, and administration 24/7. Here comes the role of online business in reviving this waning economy of Zimbabwe. E-commerce empowers global market reach, which, on account of Zimbabwe being intensely blessed with minerals, will go quite far in creating the online offers that a few potential clients can offer.



A photograph of a dining table with a bowl of salad, a glass of water, and a plate. In the background, there is a cactus and a wooden cabinet with a clock. The text is overlaid on the right side of the image.

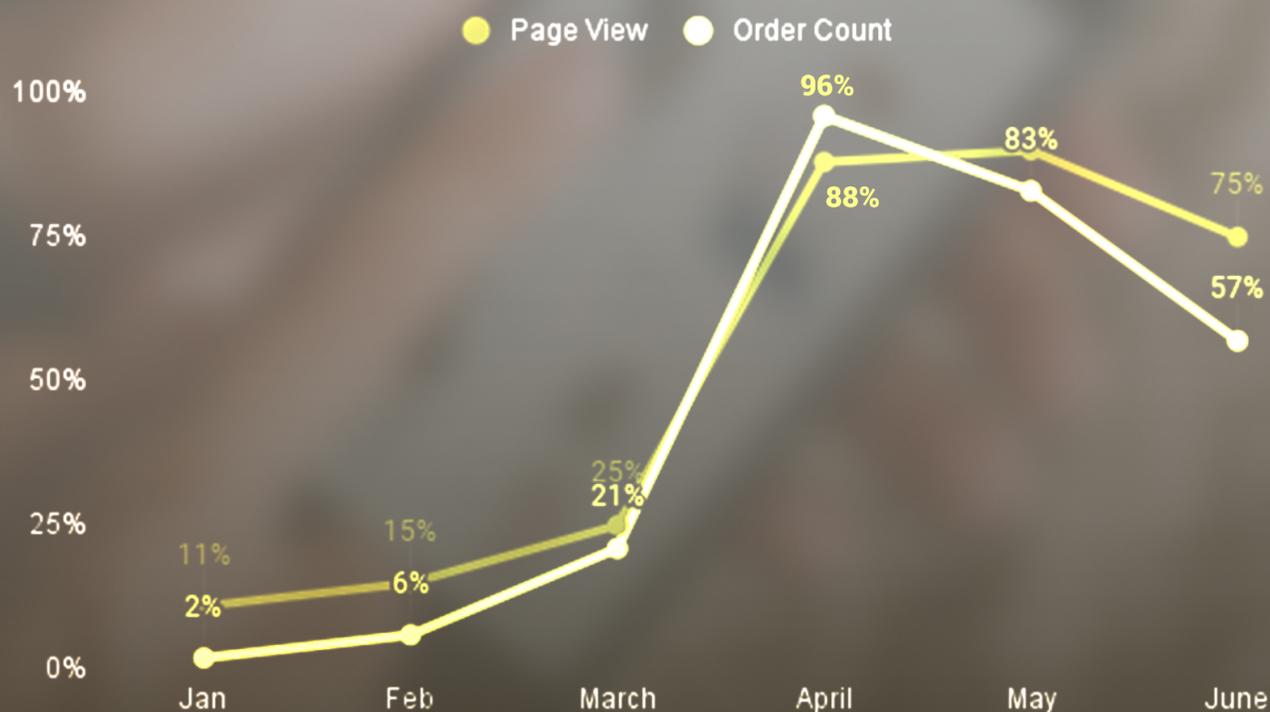
Additionally, it was observed that the disposal of mediators using the Internet can essentially diminish working expenses and eventually prompt discounted costs for the customers; consequently, advancing utilization of the nation's items and services. Moreover, the global market that is empowered by e-Commerce may likewise prompt an expanded share of the overall industry. E-commerce likewise leads to diminished exchange costs and improved quality of services. Through the robotization of certain tasks, online business leads to decreased mistakes in the exchange interaction as well as diminished labor costs. An online business can go quite far in reviving the economy of Zimbabwe. The high Internet charges, absence of information on the advantages of e-Commerce, absence of direct contact between the organization and the clients as well as computer illiteracy and security issues have been referred to as similar to the significant supporters of the possible sluggish reception of e-Commerce in Zimbabwe.

Security appeared to be a basic issue with clients with regards to executing transactions online and numerous respondents appeared to be careful about whether the Zimbabwe ICT experts can truly carry out secure e-Commerce frameworks.

In between these complications an online organization which was previously known as RTG Gateway, started with a hospitality application that included services like the Hospitality & Leisure, Food & Drinks, Events & Venues, and Book a ride looked forward to bringing in more e-Commerce facilities inside a single application for the people of Zimbabwe. The owner of this company already had several hotels listed under the Rainbow Tourism Group, an acknowledged and renowned name in the hospitality industry but was struggling to upgrade the existing app with a load of features that will have users hooked on to the app for all purposes, in all situations.

Monthly shopping activity, Global

Year-over-year percent growth - 2020 v. 2019



As an Enterprise expands its business and adds IT systems, factors influencing the performance of the Enterprise become more distributed and dynamic. The long-term growth of the Enterprise Global e-commerce business is currently revamping with the current business partnerships. RTG Gateway was facing ongoing service level and stability challenges with the current platform. Also continuing delays in the deployment of a global model that supports the functions of the key features. Debanil Majumdar our senior business analyst and project lead at DAPL India has worked on the E-commerce solution for building the retail platform based in the B2C sector for RTG Gateway. According to RTG Gateway, the development support required was for making it easier for the users to book hotels, homestays, and venues from one site, promote the not-so-popular hotels and venue partners and make it easier for the buyers to buy gifts, liquor, etc. from the convenience of their home.

A significant responsibility of the DAPL team was to assure that the business analysis artifacts are prepared with the highest level of quality. The development process of RTG Gateway applications required PHP as the technical language and JavaScript, JQuery, and Ajax as the scripting language. The Framework used was CodeIgniter and the database used was MySQL. HTML, CSS, Bootstrap as the front-End Library, Sublime, NetBeans as IDE. Browser Supported was Google Chrome, Firefox, IE new version, Safari, and for project management Basecamp 2 was used. The extensions used for the process are Facebook SDK and Google Map and for the payment gateway, PayNow was used. Provocations were faced by the DAPL team during the project integration process while Integrating the payment gateway into Mobile App and Website.

PayNow payment gateway does not have SDK like PayPal to direct integration with the mobile device and during integrating SMS gateway and testing process from India, as this gateway supports only the mobile numbers of Zimbabwe

Being in the hospitality industry, RTG Gateway was well aware of the changing trends of tourists and travelers for leisure and business. Changing lifestyles of travelers often leave them with very little time for exploring options for shopping or picking the best places to stay within a budget. RTG Gateway wanted to offer people coming to Zimbabwe and citizens traveling across the country an assortment of services at the tip of their fingers. The aim was to provide users an array of services through a single app helping eliminate the need for downloading individual apps. The intent was to upgrade the existing app RTG Gateway to Gateway Stream and load it with features that will have users hooked on to the app for all purposes, in all situations. Most of the hotels and the host of others services that the RTG Gateway offers are available in Zimbabwe as they continue to operate from their head office in South Africa. There was a need to upgrade the RTG Gateway in a way that users can avail themselves of all types of services easily and in a hassle-free way even during stressful times and also during the global pandemic situation. RTG Gateway partnered with the Digital Aptech Pvt Ltd group with an inclination to move to a redefined and updated application.

The existing app RTG Gateway (that we had built earlier) was rebranded as Gateway Stream with the addition of some of the most sought-after in-app features. Digital Aptech included 3 crucial features, i.e. online shopping, music, and insurance for the maximum benefit of users. DAPL also modified the present app such that users can find the best hotels and homestays, holiday packages, make ride bookings, choose the best dishes at some of the most well-known restaurants, order them online, and shop for items and groceries online.

There are also options to help users find ongoing events and venues to host them, buy the insurance, and even bid for the hotel package deals for the best buy. While the insurance feature and the music are among the later additions that were made, DAPL added the e-commerce portal to facilitate online buying of items and groceries in the pandemic induced situation.

The project involved complex backend work which was made easy using the Agile-Hybrid model of execution. Under the Agile-Scrum Methodology, work was broken down into smaller segments and neatly assigned to members with clear parameters. Each developer/designer knew his/her responsibilities and was in constant touch with other team members through common communication channels. This facilitated seamless progress with complete visibility of work items giving the project manager bird's-eye-view all through the project cycle. Any backlog of issues was promptly dealt with by members working comfortably from their individual spaces as part of the Hybrid Team.



A significant responsibility of the DAPL team was to assure the best-upgraded application that provided the highest level of quality hassle-free service. The development process of Gateway stream applications on the iOS required Objective-C as the technical language, XCode for IDE, iOS 8.0 for minimum OS support, iPhone for device support, Git (Bitbucket) SCM for version control, portrait for orientation supported, basecamp 2 for project management. The extensions used for the process are Facebook SDK, Google Place API, Google Maps SDK for third-party SDKs, and PayNow for Payment Gateway. Similarly, the development of applications on the Android required Java as the technical language, Android Studio as the IDE, Android API level 15 (Ice Cream Sandwich higher ver 4.0.3) as the minimum OS support, Android Phone for the Device Support, Git (Bitbucket) as the SCM Version Control, Portrait as the Orientation support, Basecamp 2 as the project management. The extensions used for the Android process are Facebook SDK for Third-party SDKs, FCM, Google Place API, Google Map SDK, Google Play Service for Google SDK, and PayNow for Payment Gateway. Provocations were faced by the DAPL team during the project integration process as there was huge work at the backend of the application.

After the re-established application was developed in both iOS and Android by DAPL, Gateway Stream finally got an online e-Commerce application that gives the people of Zimbabwe a one-stop marketplace for buying and selling products and services in the most convenient, seamless, and borderless way. This app now caters to the following services i.e. Hospitality and leisure consisting of Hotel & lodges, Holiday Homes & Boats, Holiday packages and activities, Gateway Stream Music consisting of music, movies, and entertainment, Online Shopping consisting of Pharmacy, Food & Drink consisting of restaurants, Bars & Pubs, Insurance, Events & Venues consisting of Events & Tickets, Conference & Banqueting, Venue Hire, and finally Book a ride. Gateway Stream is also a vibrant Business to Consumer marketplace where you can list your products and services to a fast-growing market. If an individual owns a hotel, lodge, holiday home, restaurant, functions venue, spa, clothing shop, floral or gifts shop in and around Zimbabwe then Gateway Stream is the right option that consists of online business listing facilities and online auctions facility of any properties.

So if an individual is looking for any e-Commerce solution say its product, service, or business listing facilities in and around Zimbabwe then Gateway Stream is just a step away, list your products and services on the App and grow your business. Starting from a hotel, lodge, holiday home, cruise, holiday packages, activities in and around Zimbabwe, restaurants, a cab/an airport shuttle, or if you want to buy that perfect gift for a loved one, find it all in one place on the Gateway Stream App!

Zimbabwe's audience could move to this super App, with 9 Apps in one and counting.

To use the app all one needs to do is:

Download and install the **Gateway Stream** mobile application from the Google Playstore or Apple App store, or visit www.gatewaystream.com

Create your user account by providing your name, **mobile number**, and **email address**. Then set a **secure password** for your account.

Your online e-Commerce account is created now you can **book and pay** for services via the Gateway Stream platform.



Weekly shopping activity, global Year-over-year percent growth — 2020 v. 2019



Source: Bazaarvoice Network data

bazaarvoice:

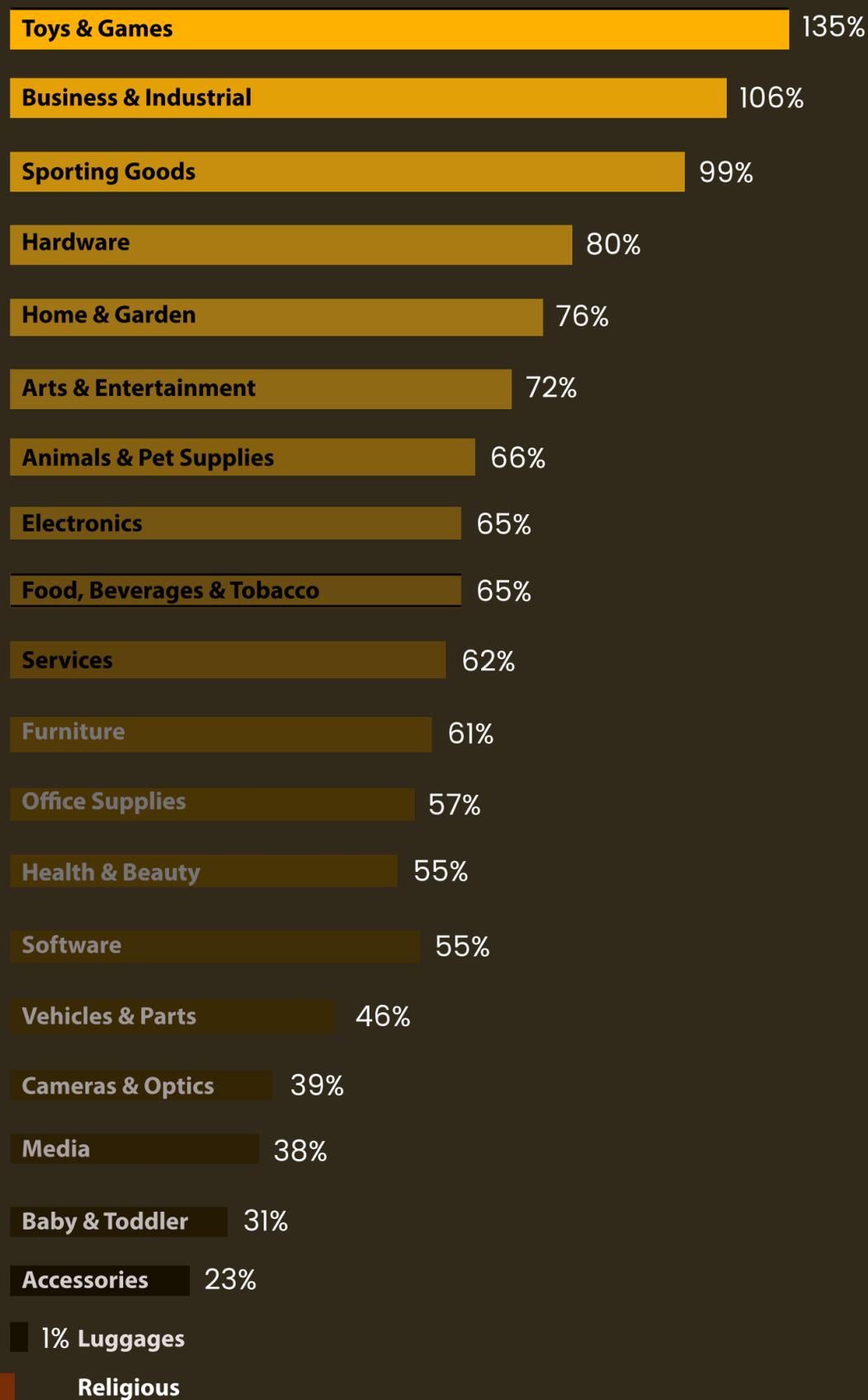
After the re-establishment and development of the new and updated app by DAPL Gateway Stream now experiences many key Benefits and believes DAPL to be the best partner to get associated with for any development or e-Commerce platform integration. Zimbabwe Users have an all-in-one app that helps them fulfill a host of requirements related to travel and stay and also when they are not traveling. One can book different types of accommodations, and look up restaurants and their offerings across locations as per their requirements. Users can take part in an auction of hotel deals and packages across locations for the best buy of their stay. Listen to the music of their choice through the app. Buy insurance from some of the leading names in the industry by accessing the gateway from the same app and can also get access to the e-Commerce feature of online shopping of selected items and order groceries at their doorstep. The basic aim of Gateway Stream was to ease all the daily processes of the day-to-day life of the people of Zimbabwe and avail anything required from this e-Commerce platform during the COVID 19 pandemic situation.

As COVID has accelerated the upward trend of economic activity as a whole turned down, domestically and internationally. The shares made up of digital transactions have increased in every region.

E-shopping enabled certain businesses with the right resources to maintain or expand sales, and consumers with the right resources to maintain purchases and lifestyles. The pandemic accelerated the pace of e-commerce expansion, and that isn't going to shrink again even when normalcy returns. The pandemic has made an already exploding trend of selling online and e-Commerce even more important. In March 2020, a significant part of the world went into lockdown, driving numerous organizations to briefly close down. Nations are steadily loosening up limitations, however, what's to come is as yet unsure. Indeed, even organizations that are returning have limitations authorizing social distancing, the wearing of masks, and cutoff on the number of customers who can enter a space at a single time. While customary shopping becomes troublesome, or may even be terrifying, individuals are progressively disposed to shop online. The way that buyers were embracing e-Commerce and online retailers with great enthusiasm made this progress extensively more straightforward. In 2020, online revenue development was up 44%, and in 2021 it expanded by 39%. The benefits of online shopping won't vanish in any event, when retail organizations resume completely. All of these points add up to why Gateway Stream found this to be the ideal time to re-establish an upgraded application on their existing e-Commerce platform.

Monthly shopping activity, Global

Year-over-year percent growth - 2020 v. 2019

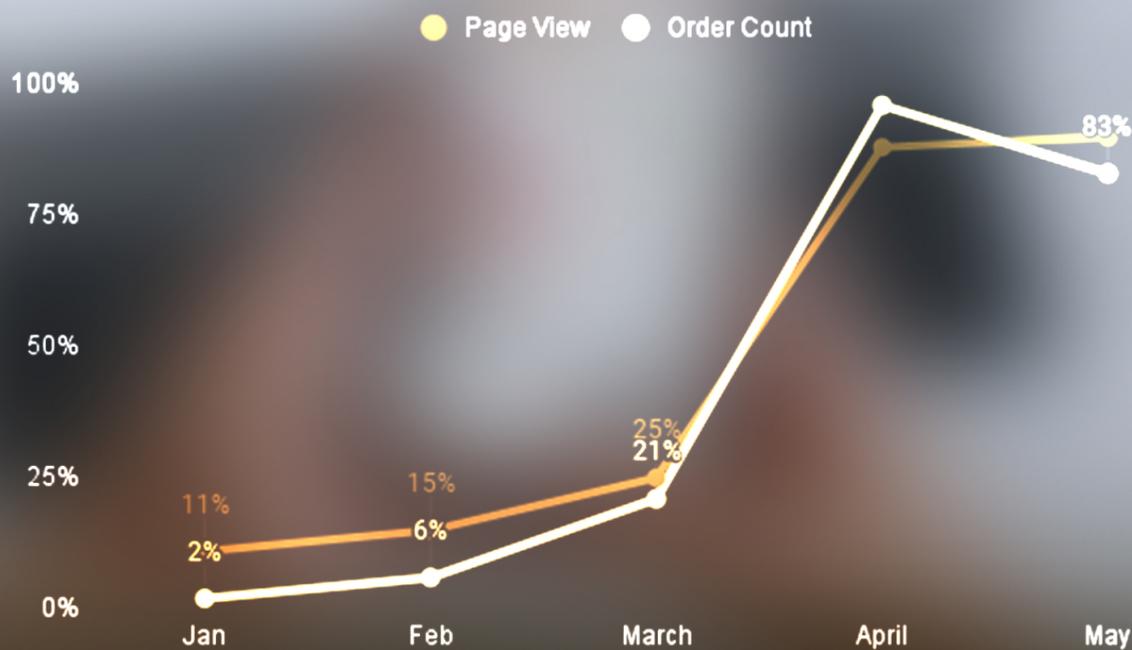


Let's look at some of the reasons that customers are likely to continue shopping more and more online. New shopping propensities. Because of isolation, individuals' approach to purchasing things has changed. The circumstance has continued long enough for these examples to become imbued. Surely, when stores open customers will venture out more. However, this doesn't mean they'll abruptly stop the genuine habit or addiction, and comfort feeling of shopping online. Coronavirus fears won't vanish for the time being. In any event, when the quarantine closes, individuals will be mindful, many will in any case lean toward shopping online for the well-being of their homes. The fast development of smartphones is making it simpler to peruse and shop online. Indeed, even as certain things turned out to be scant in the physical stores there were possibilities for ordering online. Furthermore, things like tissue that became nonexistent in brick and mortar stores could be requested or pre-ordered on the web. Convenience, wide choice, and investment funds have prodded internet shopping forever ago. This will proceed dramatically as the advantages of e-Commerce turns out to be considerably more famous and competitive.

While May 2020 encountered a time of huge, supported the development, buying behavior dialed back somewhat contrasted with April 2020. May saw a development pace of 83% contrasted with May 2019, while April saw an order count increment of 96% year-over-year compared with April 2019. In comparison with the trends in the final part of May, it appears to be that April will act as the growth peak.

Monthly shopping activity, Global

Year-over-year percent growth - 2020 v. 2019



Similarly, as Gateway Stream considers omni channel showcasing as far as predictable digitalized touchpoints across web, mobile, email, and more, your clients will value these options by the way they decide to execute business with your e-Commerce platform. Gateway Stream has never looked back after the assistance and developments provided by DAPL even during the pandemic restrictions. While discussing face-to-face shopping and online shopping as distinctive and, surprisingly, competitive models, as a general rule, they are blending to an ever-increasing extent. This implies that even customers who are faithful to customary physical brands will observe it enticing to do seriously peruse and purchase online. To an ever-increasing extent, clients currently value the comfort of online shopping. While the limitations forced by COVID-19 might have made online shopping significantly engaging, this is a long-term pattern that is probably going to proceed well into the post-pandemic future.

So for the ultimate solution to all these queries i.e.

- ***I-want-to-know,***
- ***I-want-to-go,***
- ***I-want-to-do,***
- ***I-want-to-buy moments.***

of Zimbabwe customers and online shoppers download the one-stop e-Commerce solution that RTG Gateway came up with the valued partnership of Digital Aptech Pvt. Ltd. - Gateway Stream app.

For Android -

<https://play.google.com/store/apps/details?id=com.dapl.rtg&showAllReviews=true>

And for iOS -

<https://itunes.apple.com/us/app/rtg-gateway/id1278291701?ls=1&mt=8>

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