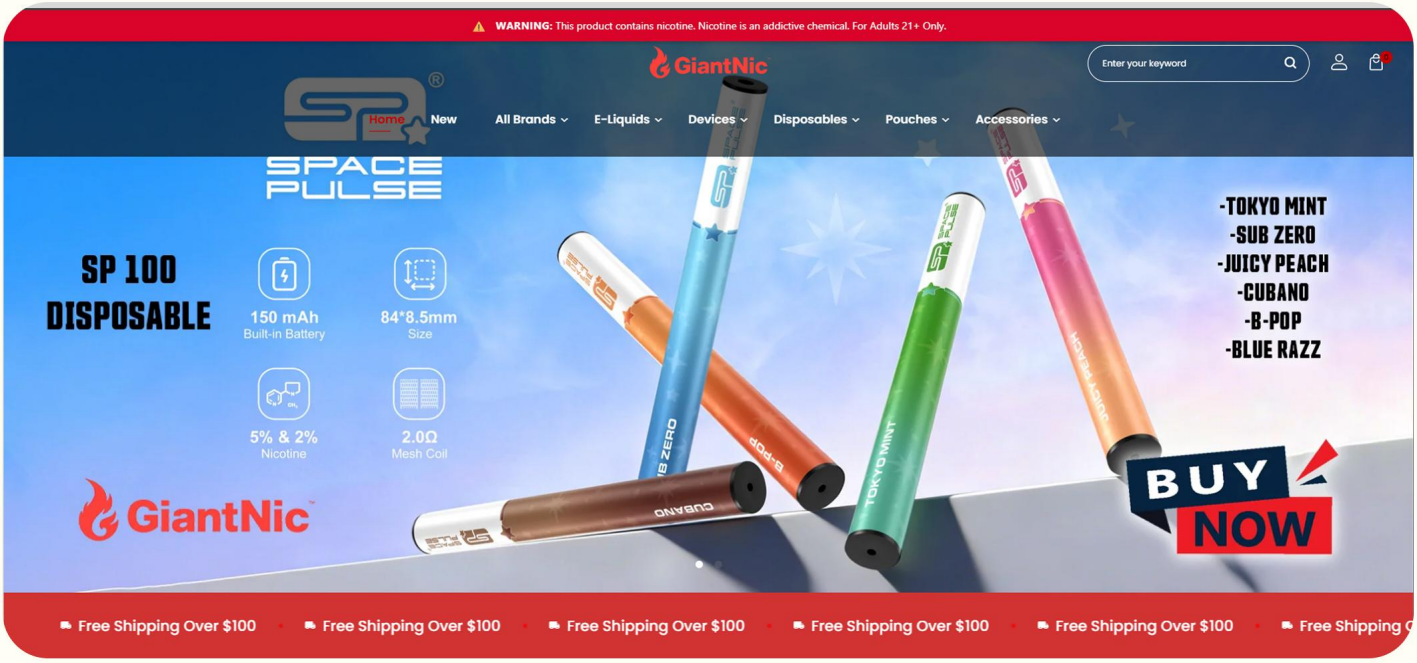


Building a Large Catalog E-commerce Platform for Vape Retail

Service: E-commerce Development
Project: Giant Nic

The Development Challenge

Giant Nic needed an E-commerce platform capable of handling a significantly broader inventory structure, including brands, E-liquids, devices, disposable vapes, nicotine pouches, accessories, product variants, collections, search, and promotional content.



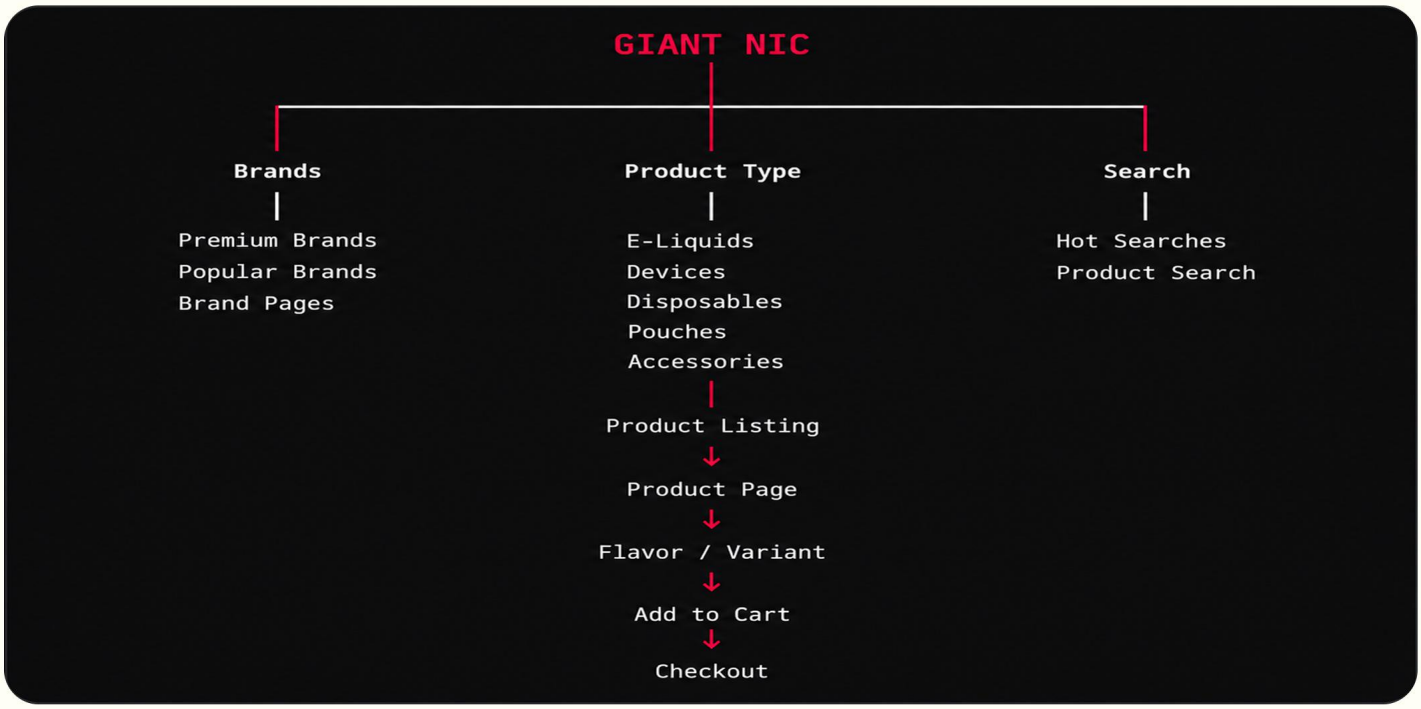
What We Developed

The storefront architecture was structured to support extensive catalog depth without forcing customers through an unnecessarily complicated browsing experience.

Development work included:

- Large product catalog architecture
- Brand based navigation
- Collection based navigation
- Product search
- Hot search terms
- Product variation selectors
- Product availability management
- Promotional merchandising sections
- Product detail templates
- Category landing pages
- Blog/content infrastructure
- Responsive layouts
- E-commerce cart functionality
- Supporting information architecture

The public storefront currently exposes extensive navigation by brand and product type alongside devices, disposables, pouches, accessories, product options, pricing, availability, and editorial content.



Development Outcome

The project established a scalable ecommerce framework capable of supporting a broad inventory while retaining structured navigation and product discoverability.

