

Elite Wholesalers: Old vs. New Platform Comparison for Categories

1. Before (Old Zoho Drag-and-Drop)

- **Cons:**
 - **Slow & Frustrating:** Changing categories requires multiple heavy page reloads, wasting time.
 - **Hard to Buy Quickly:** Finding parts and adding them to the cart takes too many clicks, causing customers to give up.

2. New Design (Native and Custom)

- **Pros:**
 - **Instant Category Switching:** Works just like AliExpress, Temu, and Jumia—jump between categories and sub-categories instantly on a single screen.
 - **Lightning-Fast Cart Actions:** Clean, modern grid layouts let trade buyers spot parts, check specs, and add items to the cart in seconds.

3. Better Customer Experience = More Sales

- **Old:** Contractors on job sites get annoyed trying to navigate clunky menus on their phones and often leave without buying.
- **New:** Smooth, frictionless browsing. Because users find products and add them to carts much faster, **friction drops and conversion rates go up**, leading directly to **more sales and higher revenue** for Elite Wholesalers.

4. Edge Cases Handled

- **Job Site Mobile Use:** Loads instantly even with weak mobile signal on-site.
- **Heavy Catalog:** Easily handles large inventories and complex wholesale pricing behind the scenes using a powerful NestJS backend instead of a rigid template.

5. Why Make the Switch?

A drag-and-drop template slows your customers down. The new high-speed Native design makes buying effortless, turning casual browsers into paying wholesale customers.