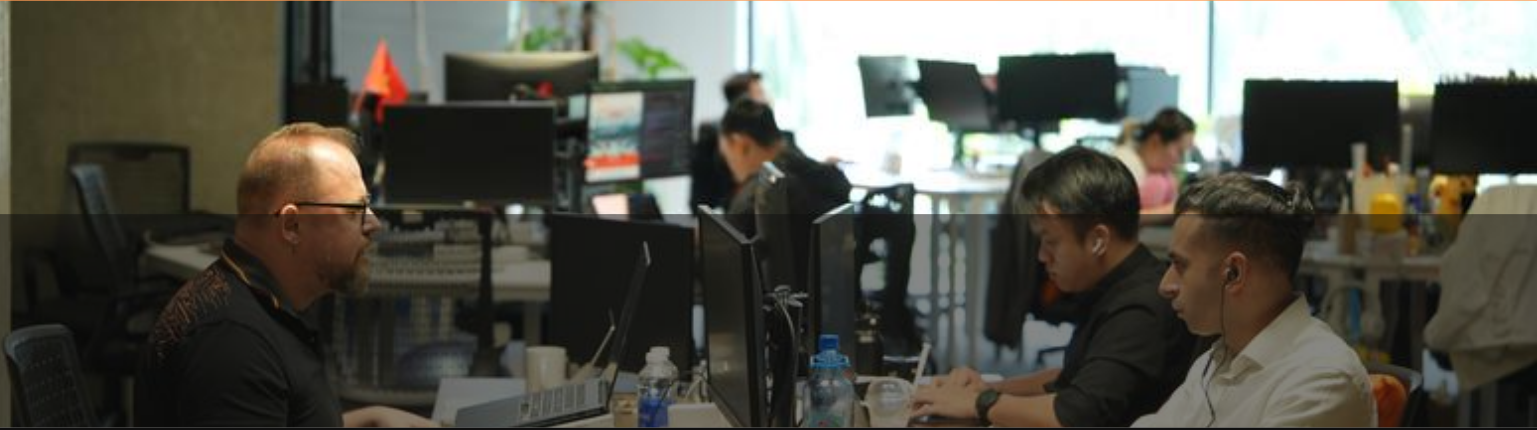




Third-Generation Premium Retailer · Retail - E-Commerce (Travel & Luggage) · Germany · Ongoing

Third-Generation Premium Retailer: Strategic assessment and Shopware 6 migration for a third-generation family business ready to grow beyond its legacy constraints.

CLIENT CONTEXT

The client is a third-generation family business based in Bavaria, Germany, specialising in premium travel luggage, business bags, backpacks, and accessories. The company carries a curated range of established travel brands including Samsonite, Titan, and Travelite, offering products at discounts of up to 50%.

Operations include an online store, two physical retail locations, and five warehouse hubs, which is a footprint that reflects both the company's longevity and its practical, customer-focused approach to the German travel retail segment. Competing in a niche that rewards specialist knowledge and personal service, the enterprise had built its position on product expertise and brand relationships built over generations.

THE CHALLENGE

By the time the client approached Gradion, its digital platform had become a constraint rather than an enabler. The existing OXID system had been in place for years, and like many systems in that position, it had accumulated layers of customisation that made even routine maintenance difficult. Each patch introduced new dependencies and each workaround reduced flexibility. The platform's original design had not anticipated the scale or complexity it was now expected to support.

The issues were concrete and interconnected. Product availability and presentation were not consistently optimised across sales channels, which meant merchandise opportunities were being missed. Manual processes still governed too many operational workflows, creating speed and accuracy risks. Several technical and organisational systems had grown in isolation from each other, producing inefficiencies that showed up daily but were difficult to fix incrementally.

At the same time, the company faced strategic questions that had not yet been resolved, such as which direction to take on internationalisation, how to position the product range competitively, whether marketplace integration made sense, and how to structure a sales channel strategy going forward. Making platform and organisational decisions without first answering these questions would have risked building the wrong solution well.

The business needed a partner who could work at both levels, providing strategic clarity first, and then structured execution.

THE APPROACH

Gradion began with a comprehensive analysis of the client's current operations and digital potential, mapping both technical and organisational needs before any system decisions were made. This assessment addressed the strategic questions directly: internationalisation scope, product range priorities, marketplace channel viability, brand positioning, and sales channel architecture. Only once those questions had been answered did the migration planning proceed, ensuring that Shopware 6 would be configured for the direction the business had chosen, not simply for the system it was replacing.

Logistics was addressed in parallel. Gradion guided the selection of a new logistics partner, establishing a more streamlined fulfillment process aligned with the company's operational footprint and growth expectations.

The migration to Shopware 6 is being executed by a blended team of international specialists working alongside a dedicated management team in Germany. The structure reflects the importance of maintaining operational continuity throughout, as a family business with established customer relationships cannot absorb prolonged disruption, and the project has been managed accordingly. Communication between the Gradion and the client's teams has been direct, personal, and aligned with the company's own pace and priorities throughout.

RESULTS

The migration is currently in progress, but the foundational work has already produced tangible outcomes:

New logistics partner selected: This paved the way for a more efficient fulfillment process aligned with the company's operational scale.

Stronger technical foundation being built: As the Shopware 6 migration eliminates the accumulated system limitations that had constrained development speed.

Improved operational clarity: Previously siloed systems and processes are being untangled and brought into a coherent operational model.

Strategic alignment achieved: Before platform decisions were made, internationalisation, product range, marketplace strategy, and channel architecture were all resolved upfront.

Enhanced customer experience on the horizon: The Shopware 6 platform will deliver faster page loads, improved mobile usability, and a cleaner storefront design.

The engagement reached its initial "ready to roll" milestone, confirming that the strategic and preparatory work had been completed to the standard required before full execution.

SERVICES DELIVERED

- Strategic & operational assessment
- Digital strategy and channel architecture
- Logistics partner selection and coordination
- Shopware 6 migration planning and delivery
- Client-centered project management
- Internationalisation and marketplace strategy advisory

TECHNOLOGY STACK

- Shopware 6
 - OXID (legacy, replaced)
 - Multi-channel e-commerce architecture
 - Blended international delivery team
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