

TECH STYLE LTD

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PRODUCT BROCHURE

Rutba.pk — Product Brochure

Our own retail store, and the reference implementation of the commerce stack it runs on.

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Document

Rutba.pk brochure

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<https://www.tech-style.co/docs/rutba-pk-brochure>

A live retail commerce platform selling premium everyday essentials — and the reference implementation of our commerce stack. Storefront, checkout, order pipeline and rider delivery, tested every day by real customers rather than a demo dataset.

Commerce software you can't test in a lab

You can build a checkout that passes every unit test and still lose orders to a courier address format, a payment taken on the doorstep, or a customer who changes their mind while the rider is en route.

Rutba.pk is how we find those problems first. It is a real retail business with real inventory, real deliveries and real customers — and it runs entirely on the Rutba commerce modules. Anything that breaks in the shop gets fixed in the platform.

For customers it is a curated store for premium everyday essentials. For us it is the most honest test environment we could build.

Storefront	Server-rendered Next.js 16 with Tailwind CSS
Checkout	Express and full-address, with cash on delivery
Fulfilment	Rider app with live status and buyer messaging
Back office	Stock, orders and accounts in Rutba ERP

One codebase, two roles.

The storefront is the rutba-web application from the Rutba ERP monorepo. Improvements made for the shop ship to every deployment of the platform.

THE STORE

What Rutba.pk sells

A curated catalogue of contemporary and traditional Pakistani fashion, beauty and accessories.

Lawn collections

Three-piece unstitched lawn suits across seasonal collections.

Stitched & ready to wear

Two and three-piece stitched ensembles, plus wash-and-wear fabrics.

Fancy & designer-inspired

Occasion pieces for weddings, Eid and formal events.

Abayas & modest wear

Everyday and occasion abayas alongside the main clothing range.

Handbags & accessories

Bags and accessories to finish an outfit, merchandised alongside it.

Beauty & fragrance

Cosmetics and perfumes, including body sprays and mists.

PLATFORM CAPABILITIES

What the commerce stack does

The same capabilities are available to any business deploying the Rutba commerce modules.

Product catalogue

Categories, collections, variants and multiple images per product, sortable by featured, newest or price.

Content management

Page authoring, product groups, CMS sections and SEO defaults through the Rutba CMS module.

Sale offers & promotions

Offers applied at the catalogue and cart level and surfaced across the storefront.

Inventory sync

Stock levels shared with the ERP, so the shop, the counter and the warehouse agree on what exists.

Customer accounts

Order history, tracking and returns through the customer portal.

Rider delivery

Delivery offers, assignment, live status updates and direct buyer messaging from the rider app.

Payment verification

Cash-on-delivery reconciliation and payment verification workflows before an order is closed.

Returns

Returns handled as a first-class stage of the order pipeline, not as an exception path.

Social merchandising

Compose social posts with live product previews straight from the catalogue.

ORDER JOURNEY**From browse to doorstep**

Every order moves through a state-machine chokepoint, so a stage can never be skipped by accident.

STEP 1**Browse & add to cart**

A server-rendered catalogue with filtering and sale offers — fast on the mid-range phones most customers actually use.

STEP 2**Checkout**

Express checkout for repeat buyers, or full address capture for new ones, with cash on delivery supported end to end.

STEP 3**Order processing**

The order enters the stage-based pipeline: verification, picking, packing and label printing against live stock.

STEP 4**Rider assignment**

A delivery offer goes to riders; the accepted run appears in the rider app with buyer contact and status updates.

STEP 5**Delivery & payment**

Cash is collected on delivery and reconciled through payment verification before the order closes.

STEP 6**After the sale**

Tracking, returns and account history in the customer portal; the movement posted through to stock and accounts.

STACK**What it runs on**

Rutba.pk technical specification

Storefront	Next.js 16 with server-side rendering, styled with Tailwind CSS.
Back office	Rutba ERP — stock, order management, rider, CRM, CMS and accounting modules.
API	Shared Strapi 5 backbone with descriptor-driven role scope.
Media	Rutba Media FileServer serves images.rutba.pk — masters stored once, variants generated on request.
Email	Rutba MTA relays order confirmations and campaigns through a single suppression gate.
Payments	Cash on delivery, with payment verification and reconciliation workflows.
Operating base	Islamabad, Pakistan.

RELATED

Other products

OPEN-SOURCE ERP**Rutba ERP**

The platform the storefront is part of.

MEDIA INFRASTRUCTURE**Media FileServer**

Serves every product image on the store.

PROCUREMENT INTELLIGENCE**TrustList**

Discovery and reviews for B2B software buyers.

CONTACT

Talk to us

Tech Style Ltd is a UK technology company building enterprise software, procurement intelligence and AI platforms. Tell us what you are trying to do and we will tell you honestly whether we are the right people for it.

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