CAPABILITY

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# WooCommerce plumbing that moves real orders

OFFERING

3edia's suite of custom WooCommerce integrations — delivery, payments, POS sync, inventory and marketing

STATUS

8 PRODUCTION PLUGINS, BUILT AND MAINTAINED ACROSS CANADIAN AND NIGERIAN STOREFRONTS

## 01 The thesis

WooCommerce runs the store; the business runs on everything around it — delivery dispatch, payment rails, POS reconciliation, stock alerts, customer retention. That connective tissue rarely exists off-the-shelf for the markets we serve. So we build it.

## 02 The suite

**Delivery & dispatch**

- **DoorDash Drive** — orders dispatch automatically to DoorDash's delivery API with rate calculation and tracking
- **Trexity** — last-mile delivery integration with live status tracking
- **Gokada** — Nigerian on-demand delivery as a WooCommerce shipping method

**Payments**

- **SarePay** — Nigerian payment gateway at WooCommerce checkout (NGN)
- **Stripe payment service** — serverless payment-intent API powering native mobile payment sheets

**Operations**

- **WooSquareSync** — Square POS ↔ WooCommerce inventory sync; in-store and online stock never disagree
- **FG Inventory** — stock management with low-stock SMS/email alerts (Twilio) and supplier delivery tracking
- **WpClean** — maintenance tooling for WordPress installations

**Retention**

- **3edia Marketing Suite** — SMS, WhatsApp, email, abandoned-cart recovery, loyalty points and customer analytics in one plugin (see its own case study)

## 03 How we work

Versioned, archived releases with a disciplined upgrade path; production-first validation (every plugin runs on live stores we operate before broad rollout); and market-specific engineering — Nigerian payment rails and delivery networks are first-class citizens, not afterthoughts.

## 04 Why it matters to you

- **One accountable team** for the store *and* its integrations — no finger-pointing between vendors
- **Built for your market** — Canada and West Africa, natively
- **Battle-tested** — our own restaurant network runs on this stack every day