

— ONBOARD RETAIL PLATFORM

All onboard shopping, in one portal.

Seafy Onboard Shop brings the boutique products and the Food & Beverage offer together in the onboard portal. Passengers buy from their own phone, wherever they are: Inventra manages the boutique catalogue, availability and sales, while Kambusa governs Food & Beverage products, stock and sales.

Onboard sales stop at the counter.

Queues, opening hours and the need to go to the counter in person all limit the chances to buy. Meanwhile the crew spends time answering questions on products, availability and how to purchase. The result is a less accessible offer and sales opportunities at risk of being lost.

01

Queues and waiting

At peak times the wait at the counter can put people off buying.

02

Information left to the crew

Questions about products and availability take time away from operational work and from selling.

03

Sales tied to place and time

Buying is only possible while the shop is open and the passenger can get there.

— THE SEAFY SOLUTION

One storefront, two integrated systems.

Seafy Onboard Shop is the storefront reached from the onboard portal, bringing boutique products and the Food & Beverage offer into one experience. Inventra manages the boutique catalogue, availability and sales; Kambusa governs Food & Beverage products, stock and sales. Passengers reach both offers from one place, while each system keeps running its own domain.

ONBOARD SHOP

Your basket



Seafy Store

Embroidered cap

€19



Boutique

Eau de parfum 50 ml

€68



Duty free

Sicilian wine, case of 6

€54

Collection on board

Shipping

Buy in the portal • €141

From the portal to the purchase, in three steps.

Passengers open Onboard Shop from the ship's portal, with no app to install. They browse the boutique and Food & Beverage offer, buy from their phone and choose from the collection or delivery options available. The order is routed to the relevant system: Inventra for the boutique, Kambusa for Food & Beverage.

01

Access from the portal

The passenger connects to the onboard Wi-Fi and opens the shop on their phone.

02

Choice and purchase

They browse boutique and Food & Beverage, check availability and complete the order.

03

Collection and delivery

The order is handled according to the options set for the product: collection on board, delivery on board or shipping home.

From discovery to delivery, all in the portal.



Boutique and Food & Beverage

Onboard products and offers reached from one place, straight from the phone.



Digital catalogue

Images, descriptions, prices and availability to guide the passenger's choice.



Purchase in the portal

Basket and digital payment, with no need to reach the counter first.



Collection and delivery

The options available depend on the product: collection on board, delivery on board or shipping home.

— COLLECTION AND DELIVERY

Buy in the portal, choose where to receive.

At checkout the passenger sees the options available for the products bought and chooses where to receive them: at the shop, on board, or at the address given where offered.



Fast, secure payments

With **Tap to Pay** technology the passenger pays contactless with a card or digital wallet, immediately and intuitively.

For the company that means smoother checkouts, less friction in the purchase and shorter transaction times at the busiest moments, to high security standards.

AT CHECKOUT

Collection at the shop



The order is prepared and collected at the point indicated, within the hours available.

Delivery on board



The products are delivered to the place set by the service, with no trip to the counter.

Shipping home



For eligible items the passenger can ask for delivery to the address given.

— SHOP INFORMATION

Passengers always know where to go, and when.

In the portal the passenger sees the location, hours and open status of the shops and Food & Beverage outlets. They can choose to go there or buy online, even while the physical shop is closed. Information always being available reduces questions to the crew and guides the flow of people on board.

🕒 OPENING HOURS



Seafy Store

• **Open** 09:00-20:00



Boutique

• **Open** 10:00-22:00



Duty free

• **Open** 08:00-21:00

One shop, two integrated flows.

Seafy Onboard Shop brings two distinct operational flows into one storefront. Boutique orders are routed to Inventra, while Food & Beverage orders go into Kambusa. Catalogues, availability and sales therefore stay in their dedicated tools, with no separate commercial process to run.



FOOD & BEVERAGE ENGINE

Kambusa

Manages Food & Beverage products, availability, stock and sales, receiving the orders placed in the portal.



RETAIL ENGINE

Inventra

Manages the catalogue, availability, stock and sales of the boutique products.

⇒ Every order is routed to the operational flow that owns it.

More chances to sell, right through the crossing.

Seafy Onboard Shop extends the ship's commercial offer into the portal, bringing boutique and Food & Beverage into one digital channel. The company widens the moments in which passengers can buy and configures range, availability and delivery options per ship.

€0

No upfront investment

The investment in the platform is carried by Seafy, on a revenue-sharing model.

24h

Boutique and Food & Beverage

Two commercial domains reached through one buying experience.

+

Higher average basket

Shipping removes the limit on what a passenger can carry off the ship.

1

Extendable to the fleet

The same platform can be configured ship by ship, respecting different catalogues and availability.

— THE NEXT STEP

Bring the whole onboard offer into the portal.

We start with one ship: we analyse the boutique and Food & Beverage offer, the systems in use and the collection and delivery options. We configure Onboard Shop, launch the service with no upfront investment for the owner and measure the results before extending it to the fleet.

[Schedule a meeting](#)

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