

Local Honey

A multi-tenant honey marketplace — many beekeepers, one platform.

Designed & built by ABM Software.

.NET 10

Blazor Server

ASP.NET Core API

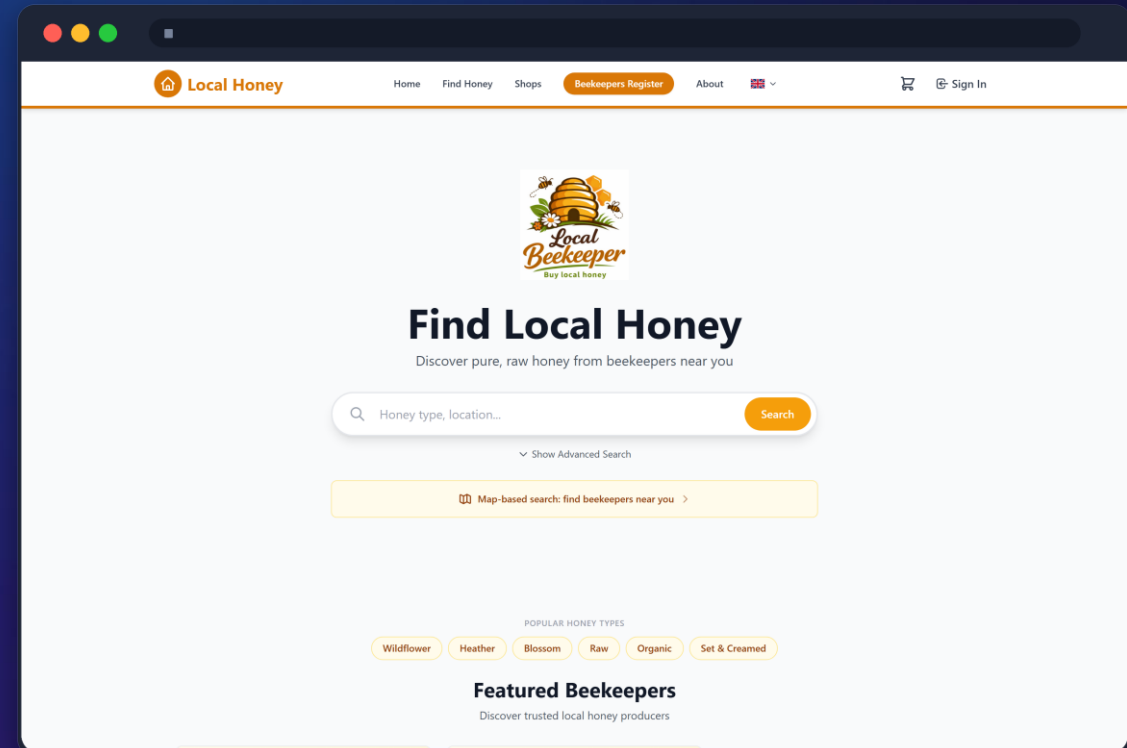
SQL Server

Azure

Stripe Connect

.NET MAUI

Build · Modernise · Support





Local producers deserve a real shop — not just a market stall

Beekeepers and small honey producers are brilliant at what they make — and stuck when it comes to selling online. Local Honey gives every producer a professional storefront and a shared marketplace, with none of the technical work.



Every producer, online

A polished, branded shop set up in minutes — no code, no designers, no hosting to manage.



One platform, many shops

A shared marketplace where independent shops trade side by side — plus standalone brands.



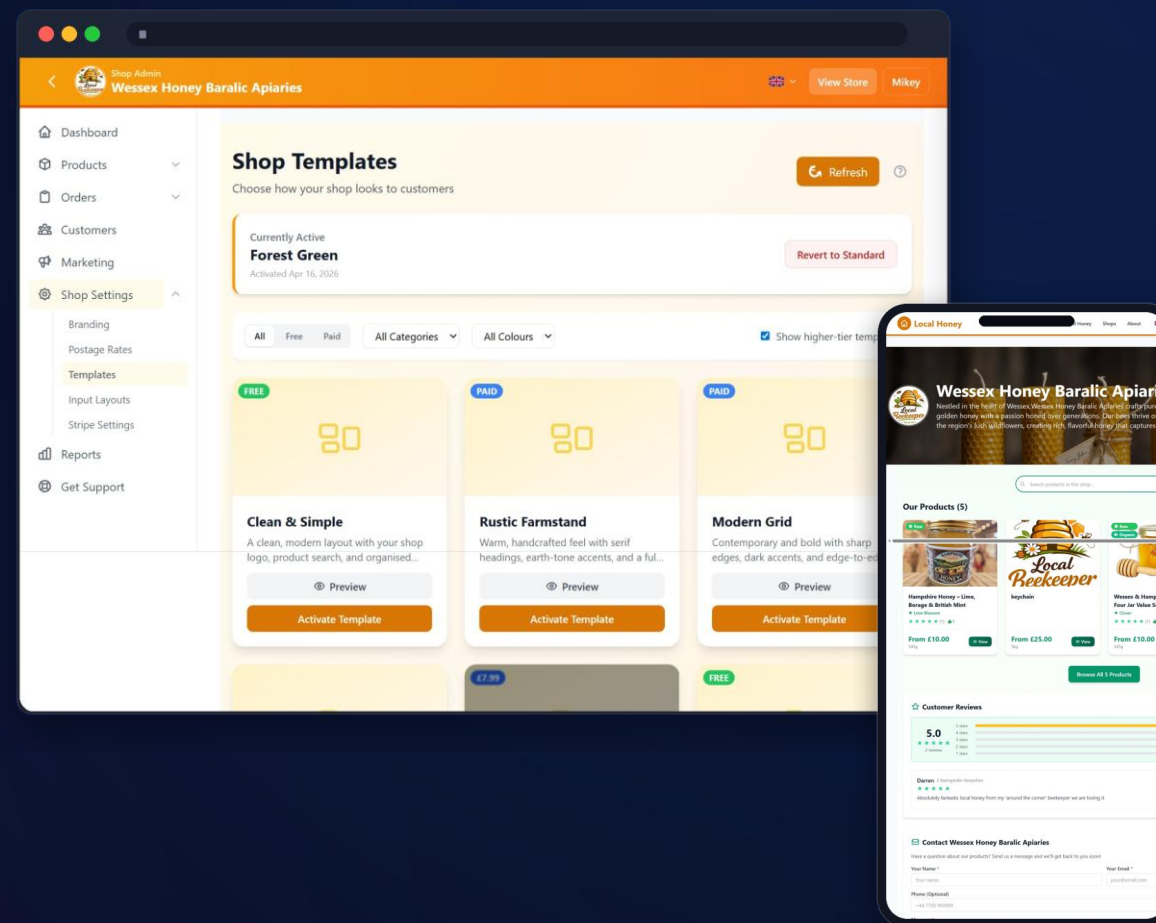
From hive to customer

Products, payments, invoices and delivery — the whole journey handled end to end.

One platform. Many storefronts.

From a single codebase, Local Honey powers a shared marketplace where many shops trade together — and fully-branded standalone storefronts such as Wessex Honey, each with its own identity and the same robust engine underneath.

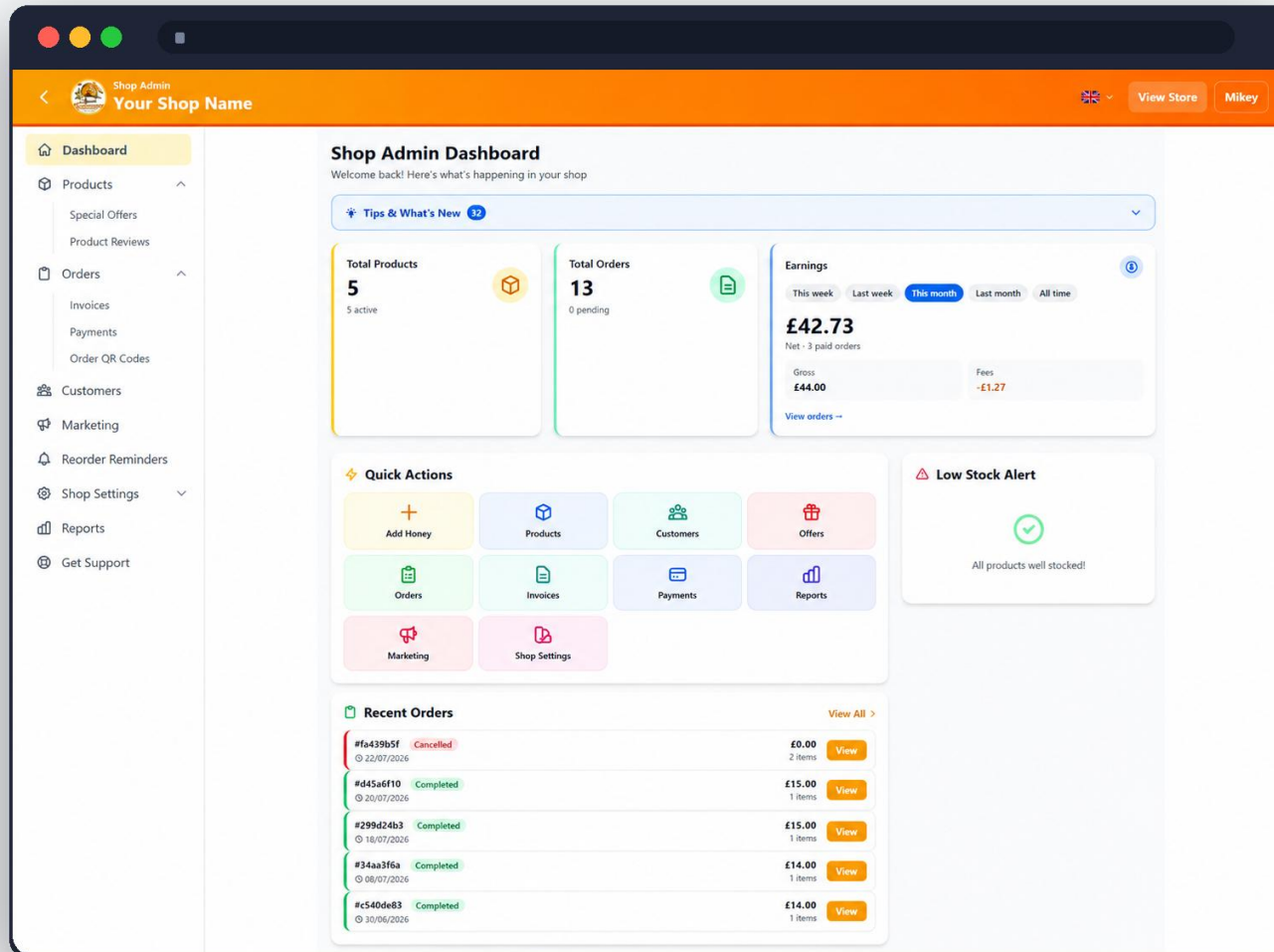
- Shared marketplace** Customers browse every shop in one place.
- Standalone brands** Wessex Honey runs as its own website.
- Pick a look** Multiple storefront templates per shop.
- True multi-tenancy** Each shop's data is isolated & secure.



Same shop — Wessex Honey — shown in the admin's template gallery and live on a customer's phone.



A complete shop, run from one dashboard



- **Live cockpit** products, orders, earnings & low-stock at a glance.
- **Products & variants** jars, sizes and pricing, all in one catalogue.
- **Orders & fulfilment** process, pack and post from a single screen.
- **Customers & marketing** reviews, offers, referrals and outreach.
- **Invoices & payments** professional PDF invoices and payment records.
- **Reports** weekly & monthly sales, revenue and dispatch.

Guided, mobile-friendly product wizards

- **Typed for what you sell** dedicated wizards for honey, candles & equipment.
- **Category-specific detail** honey type, origin, jar sizes, wax, fragrance & more.
- **Step-by-step with progress** clear stages from basics to variants to review.
- **Rich variants** multiple sizes & prices per product, done simply.
- **Mobile image upload** handles big iPhone HEIC photos & mobile quirks.

Edit: Hampshire Honey – Lime, Borage & British Mint
Update product details and manage variants

Quick Navigation Click to jump to section

Basic Info Sizes Large Jar Review

Product Name *
Hampshire Honey – Lime, Borage & British Mint

Description [All Help](#)

Savor the taste of summer meadows with our Hampshire Honey – Lime, Borage & British Mint. This raw, unprocessed lime blossom honey is a true testament to the pristine beauty of Hampshire's countryside. Crafted by hardworking local bees that forage among fragrant lime trees, vibrant borage flowers, and wild British mint, every jar is infused with the delicate flavors of these blooms.

632 characters

Type of Honey

Mixed / Other Wildflower Clover Lime Blossom Heather

Where is your honey from?
e.g., Hampshire, UK

Special Properties

☐ Organic
Certified organic honey

☒ Raw
Unprocessed, natural honey

☒ Active
Available for customers to buy

Step 1 of 4
Basic Product Information

Progress
25%

AI writes the **product copy**

Sellers add a few facts about their honey; Azure OpenAI turns them into polished, appealing descriptions — less time writing, more time selling.

A FEW DETAILS

Product

Hampshire Honey — Lime, Borage & British Mint

Type of honey

Lime Blossom

Origin

Hampshire, UK

Properties

Raw · Unprocessed · Active



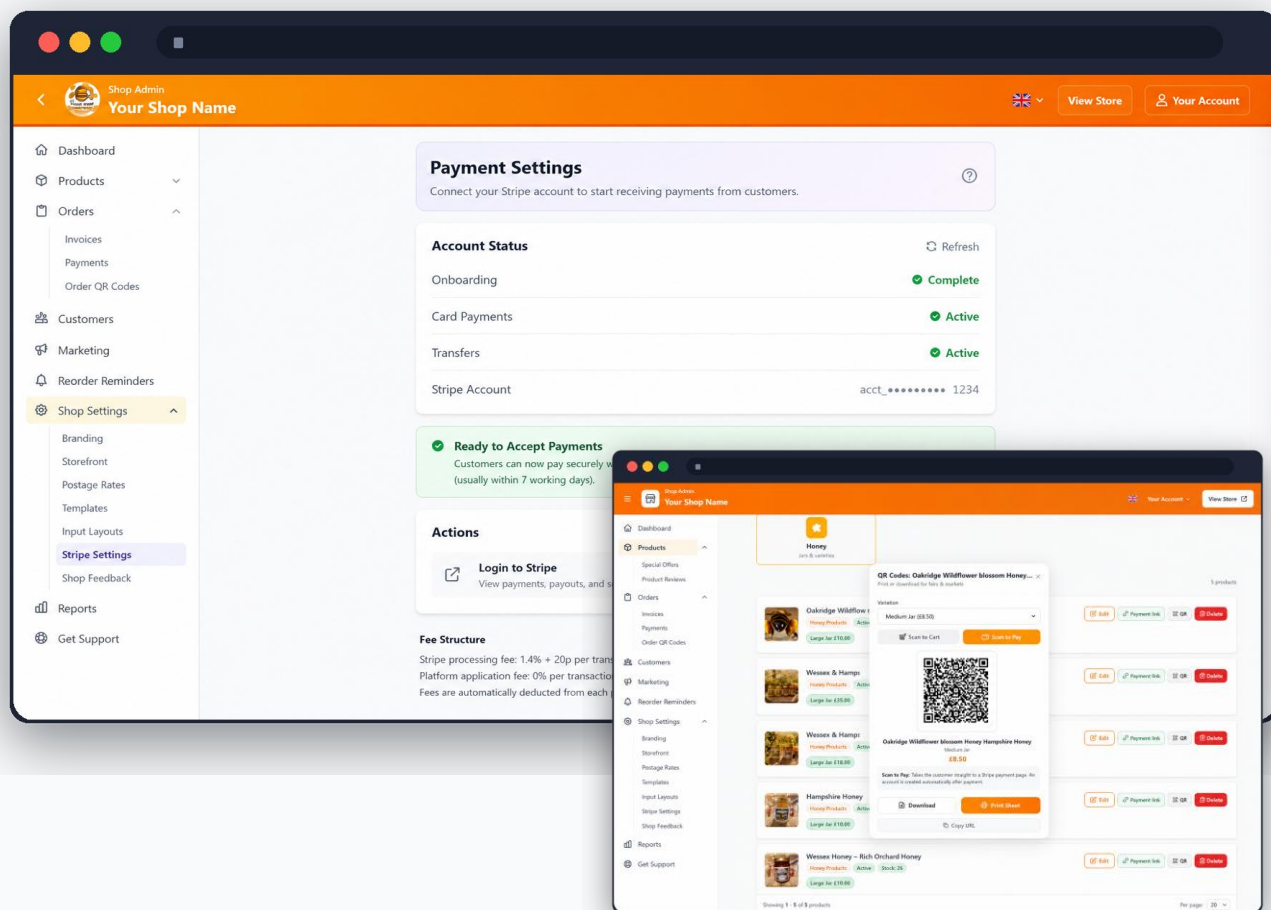
Azure OpenAI

🌟 Generated description

Savor the taste of summer meadows with our Hampshire Honey — Lime, Borage & British Mint. This raw, unprocessed lime blossom honey is a true testament to the pristine beauty of Hampshire's countryside. Crafted by hardworking local bees that forage among fragrant lime trees, vibrant borage flowers and wild British mint, every jar is infused with the delicate flavours of these blooms.

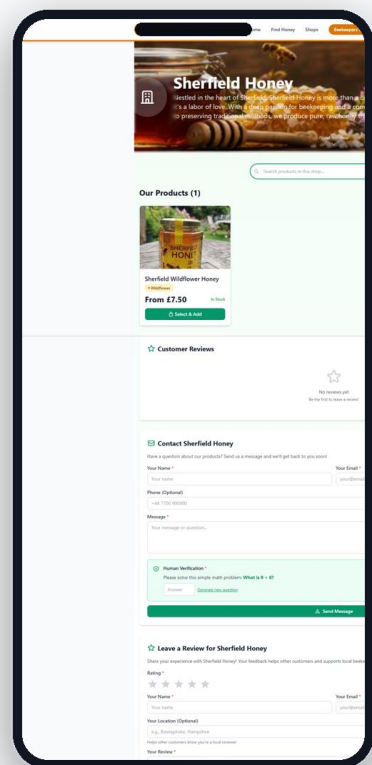
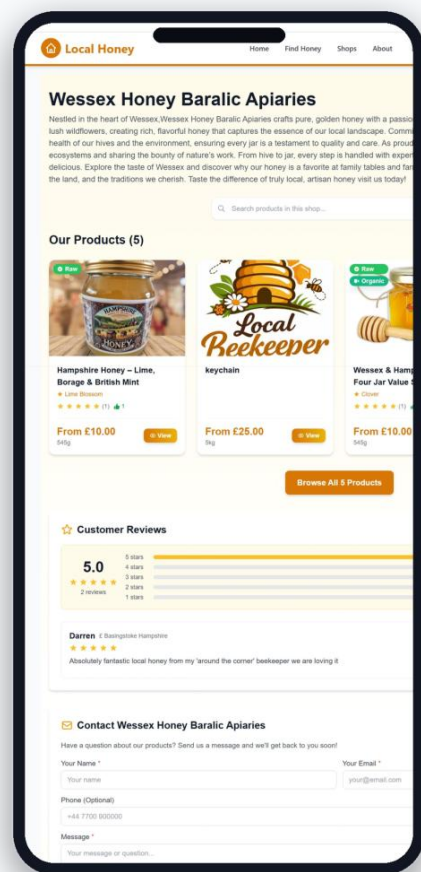


Secure payments, paid out to each shop



- **Card payments** secure Stripe Checkout on every storefront.
- **Stripe Connect payouts** funds routed to each shop's own bank, automatically.
- **0% platform fee** sellers keep the sale; only Stripe's processing applies.
- **QR & payment links** scan-to-pay at fairs and market stalls.
- **PDF invoices** generated automatically with QuestPDF.
- **Subscriptions & webhooks** billing lifecycle handled end to end.

A shopping experience customers trust



- **Browse the marketplace** explore shops or discover a single producer.
- **Filter with intent** by honey type, properties and attributes.
- **Cart & secure checkout** a smooth, confident path to purchase.
- **Order tracking & accounts** customers follow every order to the door.
- **Reviews & refer-a-friend** social proof and rewards built in.
- **Emails at every step** professional transactional messages, on brand.

GLOBAL BY DEFAULT

Built in 24+ languages

The storefront, product data and transactional emails are translated across two dozen languages — with currency, symbols and number formatting adapting automatically for every region.

 English

 Français

 Español

 Deutsch

 Português

 Svenska

 Italiano

 Hrvatski

 Bosanski

 Српски

 Čeština

 Slovenčina

 Türkçe

 Русский

 Polski

 Nederlands

Per-region currency & formatting: £ · € · \$ · kr · Kč · zł · ₺ · ₪

ANYWHERE ACCESS

The platform **in your pocket**

A fully responsive Blazor interface works on any screen — and a cross-platform .NET MAUI mobile app puts the shop in every seller's and customer's hand.



Manage from anywhere stock on a laptop, prices on a tablet at the stall.



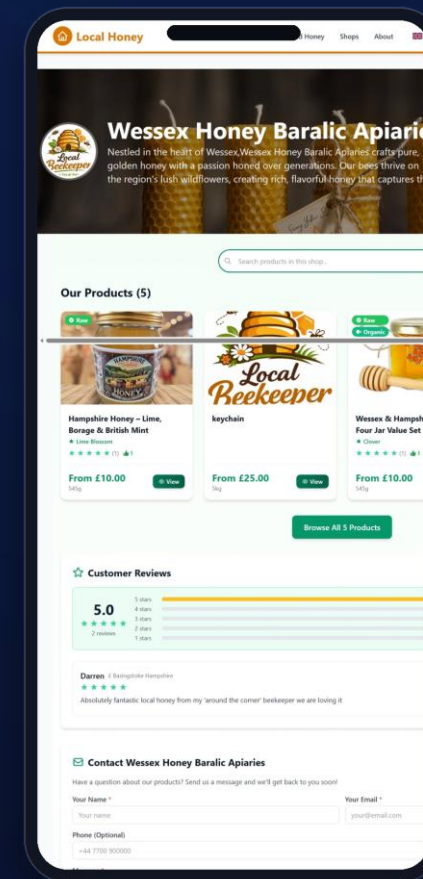
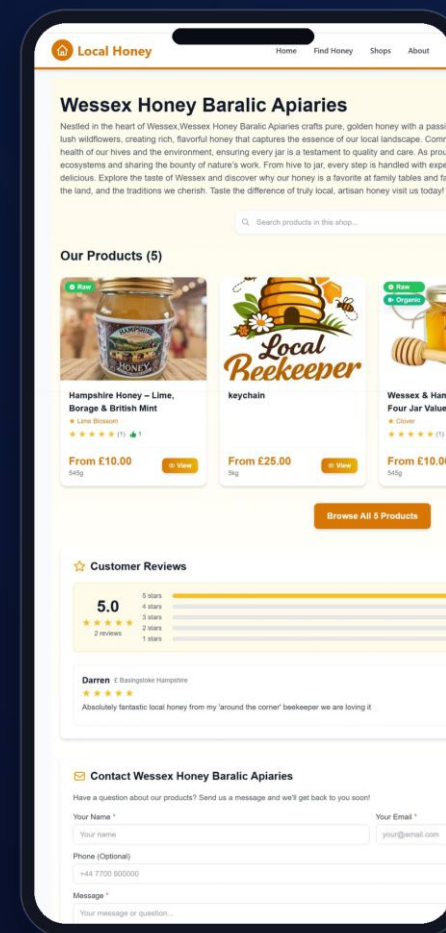
Take payment in person a card sale on a phone, then mark it shipped.



Same data, same login web and mobile stay perfectly in sync.

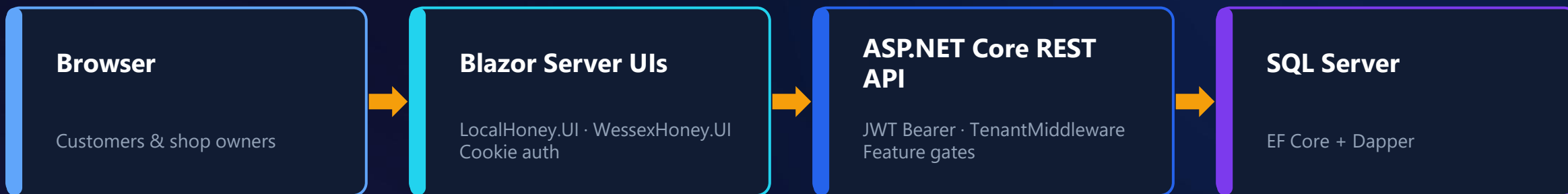


Native .NET MAUI app one shared platform, on iOS & Android.



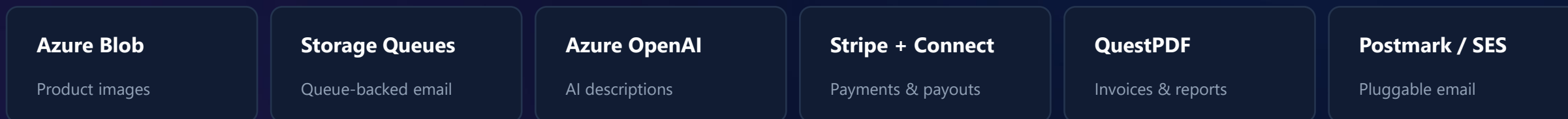
UNDER THE HOOD

Clean, multi-tenant, cloud-native architecture



Multi-tenancy: the X-Application-Id header resolves each tenant.

CLOUD & PLATFORM SERVICES





Feature tiers that grow with the shop

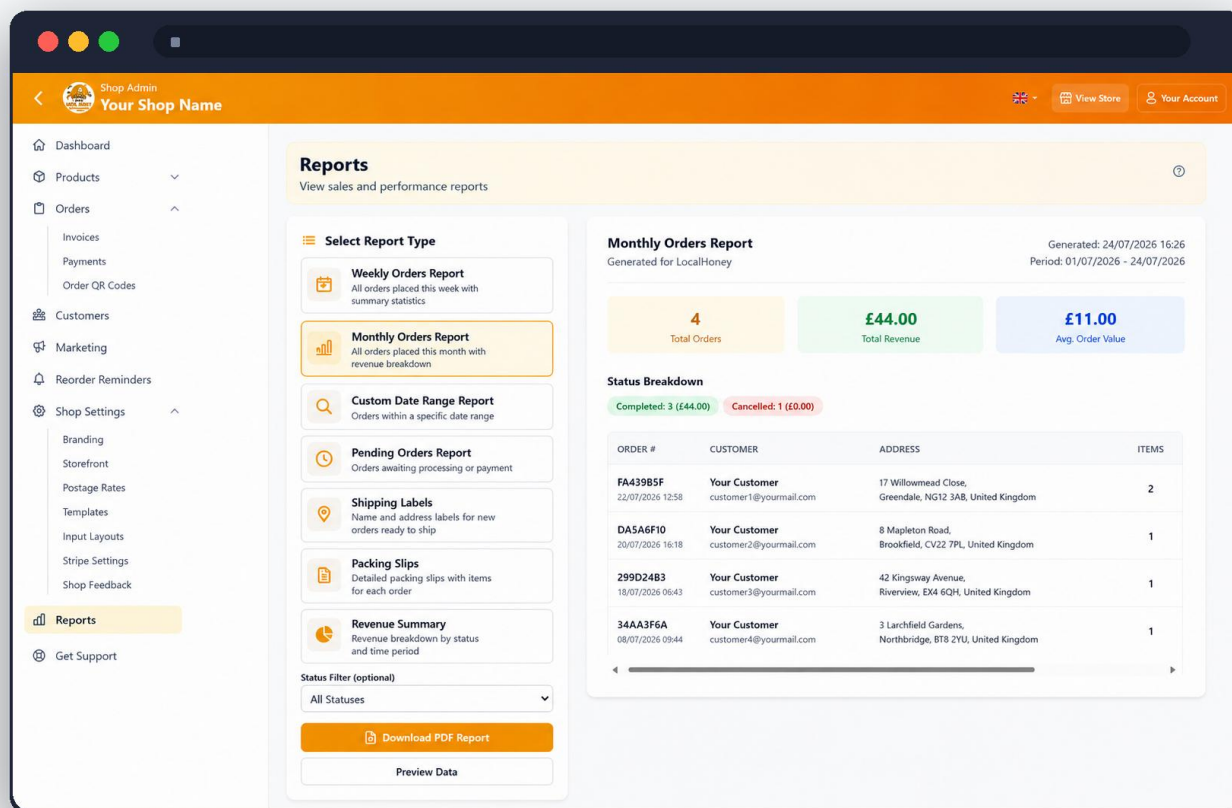
Subscription tiers unlock capability through a configurable feature-gate service — the UI checks each gate before revealing a feature.

Basic <i>Get selling</i>	Pro <i>Grow & market</i> POPULAR	Enterprise <i>Full brand & scale</i>
✓ Storefront & catalogue ✓ Stripe payments ✓ Orders & invoices ✓ Core reports	✓ Everything in Basic ✓ Marketing & offers ✓ Referrals & reminders ✓ Premium templates	✓ Everything in Pro ✓ Standalone storefront ✓ Custom pages & bands ✓ Priority support

Feature matrix is fully configurable from the admin UI.

WHAT WE BUILT

A production marketplace, end to end



24+

languages, per-region
currency

0%

platform fee on every sale

1

codebase → many
storefronts

3

product types with typed
wizards

Web +
MAUI

responsive site & native app

.NET 10

modern, supported, cloud-
native

How we build — fast, and to last



AI-accelerated delivery

Modern AI tooling speeds requirements capture, mockups, code and tests — while ABM's engineers design, review and own every line. Clients get the pace of AI with the accountability of an experienced software team.



LET'S BUILD YOURS

Want a platform **like this?**

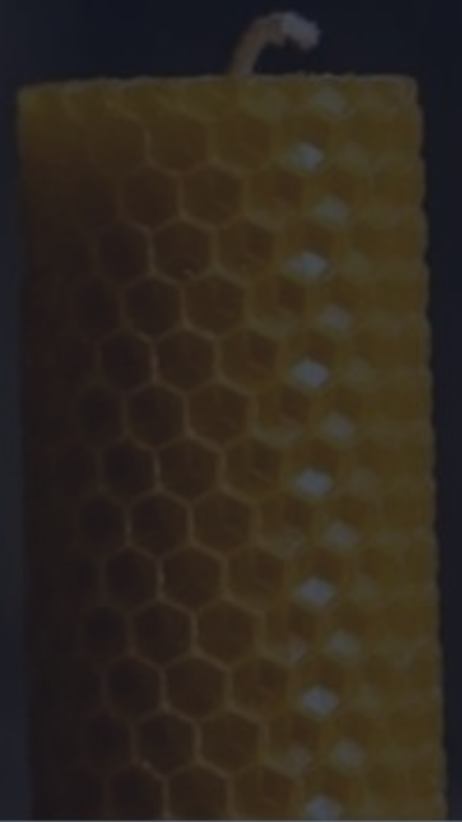
We design and build modern, multi-tenant platforms on .NET 10 & Azure — from greenfield products like Local Honey to modernising legacy systems.

[Start a conversation](#)

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