

Ali'i Gardens Marketplace.

A five-acre open-air market on Ali'i Drive in Kailua-Kona, Hawai'i — forty-six local vendors, one shared storefront.

■ CLIENT BACKGROUND

Ali'i Gardens Marketplace has operated on the Kona Coast for over twenty years: food stands, coffee farms, wood carvers, jewelers, and makers spread across five acres of booths, forty-six local vendors in all.

■ BUSINESS CHALLENGE

Forty-six vendors meant forty-six sets of hours, menus, and stories — changing constantly, owned by tenants who are makers, not webmasters. Nothing was centralized, so the public face of the market drifted from the reality of the property, and every update required a webmaster in the middle.

■ PARTNERING FOR SUCCESS

Internal Automation scoped and delivered the system as a fixed-price, fixed-timeframe build. Content was collected the way the market actually works: on site, booth to booth, with a purpose-built capture tool that gathered each vendor's story, hours, menu, and photos in one visit.

Hosting and maintenance run on a self-serve subscription the client manages directly — no invoices to chase in either direction.

■ DELIVERING THE SOLUTION

One website, four rooms, one listing per vendor.

Mapping the marketplace

A hand-built interactive map of the real floor plan: every booth drawn to scale, colored by category, and clickable, with pan, zoom, and pinch on any device. The map runs on a custom SVG engine rather than a third-party map SDK, so it matches the property exactly and loads instantly.

A page per vendor

A searchable directory leads to a full page per vendor — story, hours, photos, and featured items with prices, with the vendor's booth highlighted on the map. Each page is individually search-indexed, so every vendor gets their own front door from Google.

The vendor portal

Vendors log in and keep their own listings current: descriptions, hours, photos, menu items, and events. The operator works from an admin view to manage vendors, assign booths, and post marketplace-wide events. Directory, pages, map, and calendar all read from the same records, so one update in the portal changes everything at once.

Billing

Stripe-backed subscription billing with a self-serve customer portal.

“Visitors plan their visit from the map instead of a guess, and the operator runs the whole property from one screen — then goes back to running the market.”

FROM THE ENGAGEMENT

THE SYSTEM AT A GLANCE

Map

Every booth clickable; custom pan-zoom engine

Directory

Searchable vendors; one indexed page each

Portal

Vendors edit listings, hours, menus, events

Admin

Vendor management and booth assignment

Billing

Stripe subscription + self-serve portal

Stack

Next.js · Stripe · Vercel

Live site

aliimarketplace.com

internal automation.