ZNIFA
REDEFINING DIGITAL TRANSFORMATION

CASE STUDY 8



TRANSFORMING CATERING SERVICES

Revolutionizing Catering Business: Empowering Customers with a User-Friendly eCommerce Platform for Authentic Home-Cooked Meals.

PRODUCT SYNOPSIS

Znifa took on the challenge and created a robust eCommerce B2C platform specifically tailored for catering services. The platform offered a comprehensive range of features, including an intuitive category-wise menu system, a user-friendly web interface, flexible order scheduling with specific date and time selection, and quantity restrictions to streamline the ordering process. Additionally, customers received SMS notifications at various stages of their order, ensuring transparency and keeping them informed. Multiple secure payment gateways were integrated to provide customers with hassle-free payment options. The platform also generated standard and analytics reports for the catering company's operational efficiency.

CORE TECHNOLOGIES

PHP 5.0, jQuery, Ajax, MySQL 5.5

INTRODUCTION

A leading catering services company recognized the need to embrace online platforms to expand its customer base and provide a convenient way for customers to enjoy authentic homemade foods. To achieve these goals, they partnered with Znifa, a renowned technology firm specializing in developing innovative solutions.

RESOURCES ENGAGED

Znifa assigned a dedicated team consisting of two highly skilled professionals who meticulously crafted and implemented the eCommerce platform for catering services.

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KEY CHALLENGES

- Designing an engaging and user-friendly platform to attract online customers.
- Implementing robust and secure payment gateway integration to facilitate seamless transactions.
- Developing an efficient backend portal to streamline operations and enhance productivity.

SOLUTION IMPLEMENTATION

Znifa's team worked diligently to overcome the challenges and implement an outstanding solution. They designed an appealing and intuitive eCommerce platform that captivated online customers, leading to increased engagement and sales. The integration of secure and diverse payment gateways allowed customers to choose their preferred method of payment, ensuring a seamless and trustworthy transaction experience. Moreover, the development of a comprehensive web portal empowered the catering company to efficiently manage orders, track deliveries, and handle backend operations effortlessly.

RESULTS & DATA

The implementation of the eCommerce platform resulted in remarkable outcomes for the catering services company. Within the first three months of launching the platform, the company witnessed

- A staggering 40% growth in online sales, surpassing their expectations.
- The average order value also experienced a substantial increase of 20%, contributing significantly to revenue generation.

+91-9551585585 msalim@znifa.com www.znifa.com