**imagi-tech**

## Budget

$0                                              $100K

## Services

- Website Development
- Custom Web Styling
- Online Ordering

## About Imagi-tech

At Imagi-tech, we're a team of passionate developers and designers dedicated to helping businesses grow. From smart web apps to custom software, we solve real challenges with solutions that make a difference. With years of experience in creating user-friendly designs, building websites, and driving e-commerce success, we focus on what works best for you. Let's build something extraordinary together.

## Star of India

Star of India is a full-service restaurant in Marietta, offering authentic Indian cuisine with traditional tandoori dishes and freshly prepared naan bread. Family-owned and operated, the restaurant emphasizes quality, flavor, and customer satisfaction. Star of India also caters private parties, bringing a unique taste to special events.

## Business Challenge

Star of India faced mounting frustration with high fees from third-party food delivery apps, even for pickup orders. With most customers preferring pickup, they needed a way to take orders directly through their website to avoid these fees. Additionally, their web presence was underperforming, and they required a solution to ensure staff could be alerted promptly when orders were placed online.

## Our Solution

We developed a new website with a focus on enabling direct online pickup orders. After researching suitable tools, we integrated an online ordering system into a WordPress site that aligned with their requirements. This system included markup options to cover payment processing fees and tipping features, ensuring profitability. Collaboration with the client resulted in acquiring a dedicated laptop for monitoring orders, with audible alerts for staff. We also guided them through setting up online payment processing, including account creation and business authentication. Time-sensitive settings were implemented to accept orders only during restaurant hours, with flexibility for holidays or closures. Finally, we ensured proper web indexing to drive customer traffic to the new site.

# Results

The new website provided Star of India with a streamlined, cost-effective online ordering system tailored to their needs. Key benefits include:

- **Elimination of Third-Party Fees**
  A direct order system reduced dependence on costly third-party apps, saving significant revenue.

- **Streamlined Operations**
  Staff alerts and automated customer notifications enhanced operational efficiency.

- **Enhanced Control**
  Time-based visibility for orders and training sessions empowered the client to manage the system independently.

- **Improved Web Presence**
  Updated indexing directed more traffic to the new site, ensuring customers easily found their services.

- **Seamless Integration**
  Assistance with payment processing setup ensured smooth transitions to online orders.

With a tailored solution in place, Star of India can now serve customers directly, maintain profitability, and retain control over their online presence.