

# GLOBAL INFO PUTS BAWARCHI CENTRE STAGE

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When Azeem Jamal started Bawarchi NZ Ltd, a take away meal service, catering company and restaurant business, in 2012 he knew that an online presence would be essential. “I was looking for a website designer but I couldn’t decide who was the best. What were the options? I had no idea, I had completely zero knowledge in this area.” Then Syed Mohiuddin from Global Info approached him with two or three possible solutions.

“He came and we just sat and talked.” This personal assistance gave Azeem the confidence he needed. Global Info suggested starting with just one page to get the takeaway business on the web. More pages followed as Azeem got comfortable with the concept and saw results. Syed added menus, a gallery and pages for ‘specials’. He also included analytics and report functions behind the pages to show Azeem who was visiting and what they were doing on the site. By building up the website step by step, Global Info eased some of the pressure as Azeem got his business running

For Azeem, the website’s most important purpose is to reach out to his customer base. Global Info worked their SEO magic and Bawarchi comes up in searches locally, nationally and globally. Azeem is happy that the website helped him reach his target customers. “We have 80% Indian customers who are looking for biryani and the special Indian curries. They find us very easily.”

Sales, traffic and the customer base have all increased in the two years Global Info has worked in partnership with Bawarchi. Everything goes smoothly and Azeem insists he’s had no problems with the website.

Global Info also provides ongoing webmaster services. “Every weekend we do promotions and special offers. I just make a call and Syed does it straight away.” Azeem is very happy with the relationship he has with Global Info and with Syed’s project management. “The ongoing support works well. Whenever we have any problems we call him straight away and he does the job.”

The future looks bright for Azeem. “I’m planning two or three branches in the next year.” The first step is finding more high-quality chefs from the Hyderabad region. Global Info provided online advertisements for Bawarchi, and Syed intends to shape and refine the online presence to support new developments as the business changes. Azeem is delighted with the partnership with Global Info and the way the website has helped him grow. “When I’d just started the take away I had a very small budget.” Going online was a cost and a risk, and Azeem bought in Syed’s services a little at a time. “Now the website works for me, and so I pay him whatever he asks!”