



Online Solution is the Secret Ingredient

When Azeem Jamal wanted to relax after a long day as a network systems engineer he often ran into one particular problem. “When me and my friends would go out we never had anywhere to eat because there were no halal restaurants. So I was always thinking about doing this.”

‘This’ was Bawarchi NZ Ltd, a take away meal service, catering company and restaurant business he started in 2012. Bawarchi has been building momentum in the last two years and now boasts the leading halal restaurant in Auckland. “I get customers from Hamilton, people from Wellington – whenever they come to Auckland they come to me.”



When the business was starting up, Azeem knew that an online presence would become 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.” Azeem explained that Syed Mohiuddin from Global Info approached him with two or three possible solutions.

Azeem appreciated the friendly persistence because he needed time to work through all the new information. “Then he came and we just sat and talked and he explained things to me very nicely.” This personal assistance gave Azeem the confidence he needed to proceed. Global Info’s suggestion was to start with just one page to get the takeaway business on the web. More pages followed as Azeem got comfortable with the concept and started to see 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.

For Azeem, the website’s most important purpose was to reach out to his customer base. He knew that people in Auckland and around the country were looking for authentic Indian halal food. “We have a very different kind of cuisine within the restaurant industry. It’s from Hyderabad, which crosses the border between north and south India.” Hyderabad is where Biryani originated, and this is Azeem’s specialty. “Anywhere you go in India, any festival, any function, Biryani is a must.” He asked Syed to make sure that anyone looking for his style of food sees his website straight away. Global Info worked their SEO magic to make sure Bawarchi comes up in searches locally, nationally and globally.



Because of his lack of website skills, Azeem needed an online partner who could fill the gaps and support his business. “I didn’t know about keywords or optimising and that sort of thing. Syed told me how everything works, so that really helped me.” By building up the website step by step, Global Info was able to ease some of the pressure Azeem was under as he got his business up and running. After the initial decisions on design and functionality were made, ongoing work was mainly done via email. This meant Azeem could stay in control and move at the pace that

suited him and his business priorities. Global Info were careful to make sure everything was exactly as required before proceeding to the next step. “Anything urgent or any emergency, Syed would call me. If he wasn’t sure what I meant in an email, he checked.” Everything went smoothly and Azeem insists he’s never had any problems with the website.

After getting a good response with the takeaway business the next step was to add the restaurant to the website. Syed gave Azeem realistic advice on what could be achieved for the budget involved, and explained which options would have the biggest impact on increasing customers. Global Info has been working in partnership with Bawarchi for two years now, and sales, traffic and the customer base have all increased.

As well as creating the website, Global Info provides ongoing webmaster services. Azeem is often working until 11pm and doesn’t have time to update the website himself, but this needs to happen to keep his customers informed. “Every weekend we do promotions and special offers. I just make a call and Syed does it straight away.” Global Info also provides a detailed monthly report on website activity, along with advice on how to improve results in the next period. They also set up an efficient email enquiry system that suits the business. Enquiries are directed straight to Azeem and he can respond wherever he is. The number of emails through the website has increased steadily, with new enquiries now coming every day. 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.”

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.” The rest of Bawarchi’s customers are Kiwis and other nationalities who appreciate original, authentic, flavorsome food. “Kiwis traditionally choose mild and creamy stuff. Our challenge to the Kiwis is, once you taste the spices you won’t go back to the creamy stuff.” Azeem intends to make the website part of this education process in the near future!

The future looks very bright for the company. “I’m looking for more branches. Especially in Wellington. I’m planning two or three branches in the next year.” The first step is finding more high-quality chefs from the Hyderabad region, as this is the foundation of the business. 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!”

