

**M**ET Design redesigned the Sarabeth Web site, customized a new back-end ecommerce solution and integrated the solution with their offline database. Sarabeth's Kitchen manufactures award winning preserves, cakes, cookies, and gift packages in addition to creating masterful wedding cakes and operating two out of four restaurants which bear the Sarabeth name. If you have ever dined there, you know why they are highly rated in Zagats.

Sarabeth's customer's were having difficulty navigating the site and placing orders. So we were commissioned to solve the following challenges:

- Redesign the site to better reflect the Sarabeth brand and create a more productive online experience for the customer.
- Develop a solution that synchronizes the online product catalog with the offline inventory database.
- Develop a content management system to allow Sarabeth's non-technical staff to update the product catalog.

## We provided Sarabeth's with the following solutions:

- Redesigned the site to better utilize the homepage to draw prospects into the site.
- Created a cohesive look and feel that reflects the Sarabeth brand using color, layout and interactive functionality.
- Architected a more intuitive navigational system.
- Developed an easy-to-use ecommerce system that includes the option to send items within one order to multiple addresses.
- Designed an online product database that can be downloaded and synchronized to an offline inventory database.



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- Created a featured item for the homepage and each major product category to entice purchase of that product.
- Developed a component for customers to submit their experiences with Sarabeth's products.
- Designed an easy-to-use interface to display restaurant menus and recipes.
- Developed a web-based, custom content management system to allow Sarabeth's non-technical staff to update the product catalog.

The site is much improved from the previous version and we look to offer similar solutions to other companies looking to build successful ecommerce solutions for their businesses.

Please take a look at the site. We would appreciate your comments. And pick up some amazing Orange Marmalade Preserves while you're there!