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FoodLovers Britain

FoodLovers Britain was the natural progression for Henrietta Green, pioneer of farmers' markets and FoodLovers fairs, to give her numerous approved businesses an online market place and FoodLovers a new identity in the process.

Love food...
love FoodLovers Britain.



Objective

To create an online community inspired by food. Giving you the ability to discover your area or check out an area you may be visiting, source local products, buy online, find a recipe to fit and come away with new ideas, great offers and seasonal knowledge... a hive of foodie activity. At the same time allowing FLB to integrate the running of the business into the site.

Solution

The pre-build planning and site architecture of this project was of utmost importance to ensure exact operation and seamless integration. This covered the business database with the ability for each business to edit their profile, automated subscription options, the complex CMS, geo-location search, ecommerce, newsletter and customer relations manager (CRM) and that's just Phase One!

Conclusion

With the new branding in place and an extremely complex business system created on a tight budget FLB were given the freedom to run the main arms of their business culminating in the online market place. With our bug tracking system we were able to streamline the feedback and progress and Phase Two is now in the pipeline further enhancing the functionality for FLB, their businesses and customers.

"Although the **planning stage** took longer than we anticipated, the benefits quickly became apparent when refining the system to suit the specific needs." **JDBW**