



# Marketing Tools Development & Support for Restaurant

## PROJECT DETAILS

 Custom Software Development, Digital Strategy

 Feb. 2020 - Ongoing

 \$50,000 to \$199,999



*"They knew what they were doing."*

## PROJECT SUMMARY

Ahex Technologies Pvt. Ltd. was hired by a restaurant to develop custom marketing tools that will allow its business to understand key risk indicators. The team also provided guidance to help boost local stats.

## PROJECT FEEDBACK

Ahex Technologies Pvt. Ltd. helped the client gain a clear understanding of the local food market. Through the tools that they delivered, the team enabled the client to gain an edge in the competition. They were knowledgeable, cooperative, and demonstrated a passion for achieving success.



## The Client


Please describe your company and your position there.

I am investor and also work as part of restaurant management


## The Challenge

For what projects/services did your company hire Ahex Technologies Pvt. Ltd., and what were your goals?

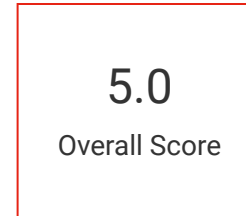
Ahex was hired to develop tools to understand the local business and understand the KRI's for marketing.

 **Himanshu Kumar**  
Co-Owner, Gach Khana

 **Food & Beverages**

 **Hyderabad, India**

### CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 4.5

Would Refer: 5.0





## The Approach

How did you select Ahex Technologies Pvt. Ltd. and what were the deciding factors?

Ahex developed a very smart marketing strategy to be distributed globally. They explained current restaurant and bar marketing and provided the tools, inspiration, and guidance to drive local business.

Describe the scope of work in detail, including the project steps, key deliverables, and technologies used.

Ahex refurbished the entire understanding of the market for Gach khana and increased noticeable good changes in the company through its IT branding is engaged in a complete brand overhaul making Gachkhana visible in the market. IT solutions were given based on extensive analysis and research. Ahex ensured a systematic division of the entire project and delivered on the agreed timelines.

How many people from the vendor's team worked with you, and what were their positions?

Total 8 team members worked with us. 1 Senior architect, 2 Mid level developers and 2 QA testing along with support team of 3 in rotation.

## The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

Ahex solutions helped us get a clear understanding of the market. Gach khana existed from 2014 to 2016 with quiet stable position but went down from then. But using Ahex solutions we have refurbished the brand and are all set to conquer the local food market again. the tools helped to gain knowledge of market trends





restored internal confidence. They're able to work collaboratively to offer practical ideas and demonstrate a real passion for successful implementation. Amazing company to work with.

## Describe their project management style, including communication tools and timelines.

We communicated through Skype, Zoom and direct audio calls when required. Ahex's management style was very coordinated and organized and never a deadline was missed. The understanding of our needs was impeccable.

## What did you find most impressive or unique about this company?

The resources were very knowledgeable, cooperative and dedicated to work. They knew what they were doing.

## Are there any areas for improvement or something they could have done differently?

Currently things couldn't be any better -Really happy about this and I cant think of anything but am sure there is always scope for improvement.

