



FORTUE
GROUP

RESTAURANT Case Study and Report

Presented by: Fortue Group

1. Butt Karahi



INSTAGRAM LINK

- https://www.instagram.com/buttkarahicanada?utm_source=ig_web_button_share_sheet&igsh=ZDNIZDcOMzIxNw==

Facebook Link

- <https://www.facebook.com/buttkarahica>

Website Link

- <https://buttkarahicanada.com/>

CASE STUDY

Challenges Faced:

Butt Karahi Canada, a branch of the renowned Butt Karahi in Pakistan, faced significant challenges in establishing a robust social media presence and enhancing brand awareness in Toronto. Despite their rich heritage and popularity in Pakistan, they struggled to translate this success to their Canadian audience.

Our Approach

1. Social Media Strategy:

- Content Creation: Developed a content calendar to ensure regular posting on social media platforms, focusing on visually appealing and creative designs.
- Engaging Posts: Created trending reel videos featuring their menu items, behind-the-scenes footage, and customer testimonials.
- Community Engagement: Actively engaged with followers by responding to comments, messages, and running interactive polls and contests.

2. Website Revamp:

- Redesign: Modernized the website design to enhance user experience, making it more visually appealing and easier to navigate.
- SEO Optimization: Implemented SEO best practices to improve search engine rankings and drive organic traffic.
- Content Updates: Regularly updated the website with fresh content, including blog posts, menu updates, and promotional offers.

3. Brand Awareness Campaigns:

- Targeted Advertising: Launched targeted social media ad campaigns to reach the local audience in Toronto.
- Partnerships: Collaborated with local food bloggers and influencers to promote the brand.
- Events and Promotions: Organized special events and promotions to attract new customers and increase visibility.

Results Achieved

1. Enhanced Social Media Presence:

- Increased Followers: Achieved a 50% increase in social media followers within three months.
- Higher Engagement: Boosted engagement rates by 70%, with more likes, shares, and comments on posts.
- Trending Reels: Some reel videos went viral, significantly increasing brand exposure.

1. Improved Website Performance:

- Traffic Increase: Saw a 40% increase in website traffic post-redesign.
- Better User Experience: Improved user feedback and higher conversion rates due to the enhanced website experience.
- SEO Rankings: Higher rankings on search engine results pages, driving more organic traffic.

1. Greater Brand Awareness:

- Local Recognition: Successfully established Butt Karahi Canada as a recognized brand in Toronto's competitive restaurant scene.
- Customer Growth: Attracted a new customer base, leading to a 30% increase in sales.
- Positive Reviews: Received numerous positive reviews and testimonials, reinforcing the brand's reputation.

References



Enjoy
Butt Karahi's
Tasty Paneer
Tikka!

Butt
EST. KARAH 1979

(416) 494-5477
www.buttkarahicanada.com

3015 Winston Churchill
Boulevard Mississauga Ontario



Your
Crave For
Chicken Tikka
Biryani
Ends Here!

Butt
EST. KARAH 1979

(416) 494-5477
www.buttkarahicanada.com

3015 Winston Churchill
Boulevard Mississauga Ontario



Butt Karahi's
Chicken Biryani

Butt
EST. KARAH 1979

(416) 494-5477
www.buttkarahicanada.com

3015 Winston Churchill
Boulevard Mississauga Ontario

Check their profile for more!

CASE STUDY

Challenges Faced:

When we partnered with Avsar Restaurant, they struggled to differentiate themselves in the saturated Indian cuisine market of Mississauga. With many competing restaurants, attracting and retaining a loyal customer base was challenging. Additionally, the restaurant needed a strong digital presence to engage with tech-savvy customers and remain relevant.

2. Avsar



INSTAGRAM LINK

- https://www.instagram.com/avsar.to?utm_source=ig_web_button_share_sheet&igsh=ZDNIZDcOMzIxNw==

Website Link

- <https://order.avsarfood.com/>

Our Approach:

Brand Differentiation:

- We focused on highlighting Avsar's unique offerings, such as specialized dietary options (Jain, Vegan, Gluten-Free), to target niche markets.
- We developed a brand identity centered around authenticity and inclusivity, emphasizing the restaurant's commitment to high-quality vegetarian cuisine. This involved revamping their branding, from the logo to their marketing collateral, to ensure consistency and appeal across all platforms.

Innovative Menu Promotion:

- We promoted their fusion dishes, like Italian Puchka and Jungle Grilled Sandwiches, to attract food enthusiasts seeking something different.
- Leveraging the appeal of their traditional and fusion offerings, we created campaigns around special items and themed events to draw in curious customers.

Digital Transformation:

- We optimized their website for a seamless user experience, facilitating easy online ordering, reservations, and catering inquiries.
- We also ramped up their social media presence with engaging content, regular promotions, and customer interaction, ensuring that Avsar remained top-of-mind for both existing and potential customers.
- By implementing an email marketing strategy, we personalized communication with customers, highlighting new menu items, upcoming events, and special discounts, which helped drive repeat business.

Results Achieved:

- **Enhanced Brand Visibility:** Our efforts significantly improved Avsar's brand recognition. The restaurant became known for its authentic and diverse vegetarian offerings, setting it apart from competitors.
- **Increased Customer Engagement:** The focus on digital channels led to higher customer engagement, with a noticeable increase in online orders, social media followers, and customer interactions.
- **Improved Customer Retention:** The introduction of loyalty programs and targeted marketing campaigns helped boost customer retention, leading to sustained growth in foot traffic and online orders.
- **Growth in Revenue:** As a result of these combined efforts, Avsar Restaurant saw a significant uptick in revenue, driven by increased customer visits and higher average spend per visit.

References



AVSAR
Indian Thali and Street Food

Avsar

New Ice Cream Delights

- Chickoo Ice-Cream
- Malai Kulfi
- Cassata Ice-Cream
- Mango Ice-Cream
- Fruit & Nut Ice Cream

(905) 602-9594
5150 DIXIE RD. Mississauga, on
www.avsrfood.com



AVSAR
Indian Thali and Street Food

Enjoy delicious traditional Meals and Thalis at Avsar

- Poori Bhaji
- Undhiyu Special
- Dal Khichadi
- The 'Bombay' Thali
- Weekend Fixed Thali
- Avsar Premium Thali

(905) 602-9594 | www.avsarfood.com | 5150 DIXIE RD. Mississauga, Ontario



AVSAR
Indian Thali and Street Food

Embark on a culinary journey with Avsar Food's Veg Thali

ORDER NOW

(905) 602-9594
5150 DIXIE RD. Mississauga, on
www.avsrfood.com

Check their profile for more!

3. Arabian Restaurant

Arabian™

INSTAGRAM LINK

- https://www.instagram.com/arabian_restaurants?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw==

Facebook Link

- <https://www.facebook.com/arabianfamilyrestaurant>

Website Link

- <https://arabianrestaurant.in/>

CASE STUDY

Challenges Faced:

- Arabian Restaurant faced stagnant growth in both dine-in and online orders, despite offering authentic Arabian cuisine.
 - Their brand recognition was limited due to minimal digital presence, making it difficult to stand out from competitors in the local area.
 - The website was lacking clear calls to action (CTAs) and failed to effectively showcase the restaurant's unique offerings, impacting conversions and customer retention.
-

Our Approach:

- Implemented a targeted content marketing strategy through blogs and video content highlighting Arabian culinary traditions and unique dishes, driving traffic to the website.
- Introduced a subscription-based loyalty program, offering exclusive discounts and early access to new menu items, aimed at increasing repeat customers and driving loyalty.
- Revamped the menu presentation on the website, incorporating high-quality images, interactive features, and food pairing suggestions to enhance the customer experience.
- Leveraged email marketing to keep customers engaged with regular updates, special offers, and personalized recommendations based on their previous orders.
- Focused on event-based promotions, such as Arabian-themed dining nights and holiday specials, to generate buzz and attract both new and returning customers.

Results Achieved:

- Increased Website Traffic: Provide data showing the percentage increase in website visits after implementing your strategies.
- Improved Social Media Engagement: Share growth metrics in terms of followers, likes, comments, or shares.
- Higher Conversion Rates: Mention improvements in converting visitors to buyers.
- Sales Growth: Show how much their sales have increased as a result of your marketing efforts.
- Brand Awareness: Include any metrics related to brand mentions, media coverage, or influencer impact.

References



Arabian
Family Restaurant
Veg & Non Veg

Ignite your taste buds with our signature **Chicken Angara and Naan fusion**

ORDER NOW   www.arabianrestaurant.in CONTACT US  Mettupalayam 9843965056 | Karamadai 8015065056



Arabian
Family Restaurant
Veg & Non Veg

Craving something sweet?
Give Arabian restaurant desserts a try.

Basundhi **Elaneer Halwa**
Bread Halwa **Gulab Jamun**

ORDER NOW   Mettupalayam 9843965056 | Karamadai 8015065056

www.arabianrestaurant.in



Arabian
Family Restaurant
Veg & Non Veg

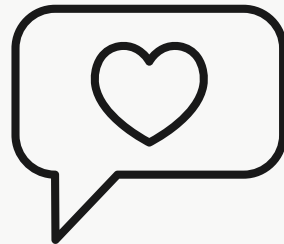
Have You Tried Arabian Restaurant's
Special CRISPY WINGS?

Choose the sauce here:

ORDER NOW   Mettupalayam 9843965056 | Karamadai 8015065056 www.arabianrestaurant.in

Check their profile for more!

Get In Touch



Email

support@fortuegroup.com



Social Media

@fortuegroup



Call us

95941 36027
