CASE STUDY:
BESPOKE WEBSITE AND MANAGEMENT SYSTEM

No Problem IT
Safe. Secure. Sorted.

HAND CRAFTED
LOLA'S
cupcakes

Overview of company.

Lola's are an online bakery, that deliver freshly made cakes and cupcakes to people all over London. They have over 30 stores and pickup locations in shopping centres and stations across the capital.

At the core of their company are 2 main activities:

Baking and Logistics (picking, packing and sending to various locations).

Prior to working with them, Lola's had a non-ecommerce website that generated around 20% of leads. The remaining 80% were generated by phone. Overnight after the implementation of the new website, that figure flipped to 80/20.

Location
London and Birmingham, UK

Size
100+ employees

Industry
Food

Main Services
Ecommerce Website
Bespoke Database
Inventory Management System

The Project

The main aim of Lola's was to build a website and a detailed management system with the ability to store extensive information. This system was to store all the information needed by store staff, managers, bakers and customers.

This ERP System would be able to:
- ✓ take orders from the website
- ✓ generate ingredients usage daily
- ✓ accurately define product ingredients and labour costs
- ✓ generate nutritional data for all products

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The Solution.

No Problem IT delivered:

➢ Ecommerce Website
➢ Bespoke Management System capable of extensive storage and adaptation

NPIT built the new ecommerce website on an MSQL database. This had the capability of expanding almost without limit.

Inventory and Contact Database, with data easily stored and accessed.

This system was to store all the information needed by store staff, managers, bakers and customers.

Bespoke website designed

A unique and appealing website to be flexible and scalable, with new products and categories to be added in record time.

APIs integrated for:

Delivery: Italian supplier for refrigerated cabinets in stations, shopping malls and old BT phone boxes across London.

Stores: Logistics software for customers to track orders.

Finance: Payment gateways Sage pay and Braintree.

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The Result

An extensive, unique management system capable of managing every aspects of the company including placing orders (by customers and staff), managing deliveries and managing stock and costs.

Website Stats

Average Visitors 13K per day	Average Orders 1200 per day

Website:

This website has 1000's of daily visitors placing online orders and booking delivery slots, with no impact on website performance or speed.

The design is unique and appealing, the site itself is easy to navigate providing relevant information as soon as needed.

Management System:

This management system is used by staff, managers and NPIT on a regular basis. It is an extensive system capable of managing every aspects of the company including placing orders (by customers and staff), managing deliveries and managing stock and costs.

This includes:

↳ Handling the orders

↳ Providing lists to their baking and decorating teams on a daily basis

↳ Taking payments

↳ Handling stock

↳ Updating the website

↳ Storing recipes

↳ Automatically creating nutritional and allergen lists based on ingredients

↳ Much, much more as and when required

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Ongoing Projects

Product expansion

During the Covid pandemic, Lola's expanded into delivering other groceries such as breads, fruits and vegetables. No Problem IT created a fully-functioning microsite to enable this feature within record time.

Update of existing website

NPIT proceeded to work on a complete web change to update the website and bring it up to modern standards. This involved a new interface and web design but with the existing database build.

As the project involved a complete website overhaul, work was completed in stages to avoid business disruption.

> "At Lola's as the Covid 19 lockdown ensued, it was clear we needed to pivot in order to keep the business afloat. NPIT in a matter of days had a fully functioning mini Ocado up and running on our website, that allowed us to pack and ship 1000's of grocery items, to those in need across the UK. Coupled with a complete overhaul of our picking and packing processes at the same time, we were able to handle 4x the number of orders we normally take through our e-commerce platform in a matter of days. Without some of the changes we achieved (working around the clock) we simply wouldn't of been able to continue to handle the volume, with unthinkable consequences. We wish to extend our thanks to all the team at NPIT, that lead to many more jobs being created, and lots of happy families across the UK staying safe at home with a freshly made cake, and fresh groceries."

- Asher, Managing Director at Lola's Cupcakes