

## (CUSTOM) CAKES TO ORDER ONLINE

Karaat Amsterdam had a goal to expand their cupcake service in the online world, which was reached through the collaboration with the web design creators De Onliners.

### The Netherlands

## CONTEXT

Karaat Amsterdam is a restaurant that promotes connection and people getting together. People living in Amsterdam go there for a nice breakfast, a delicious lunch or a dinner. Karaat Amsterdam seems like just a restaurant, but it has different concepts that add a value and make Karaat Amsterdam stand out from other restaurants. Karaat Amsterdam has own bakery, a conference room, a sushi restaurant and a space where customers can enjoy their beers.



## CAUSE FOR COLLABORATION

So not only did Karaat Amsterdam's website needed to be redesigned, they also wanted to expand the sales of their cakes to the online sales. Karaat Amsterdam wanted to have a specific area on their website for the customers to be able to order their cakes online, but also a specific form to order custom cakes. To make sure this would be a reality Karaat Amsterdam collaborated with web design creators De Onliners.

## SUCCESSFUL RESULT

De Onliners were able to make a webshop not like any other for Karaat Amsterdam. They have also created a special form to order custom made cakes. Every chosen ingredient of the cake defines the

price of this custom made creation and De Onliners were able to see the price clearly throughout the whole ordering process.