

Website:
kitchenandcompany.com

Industry:
FMCG

Model:
B2C

Platform:
Shopify Plus

The Secret Ingredient of Kitchen & Company's Digital Success

Kitchen & Company addressed their need for evolving by migrating to Shopify Plus and revamping their entire digital presence.

Revamping the 20 Year Old Legacy by the Power of Digital Commerce

Kitchen & Company is a 20-year-old legacy company that brings to its customer everything they need to cook, serve and dine food with in the mid-Atlantic region. They strive to become the ultimate authority in the FMCG industry who deals with cooking, dining, and entertaining.

When Kitchen & Company saw that their previous eCommerce platform was no longer relevant to them, they decided to take things up a notch. The company identified an opportunity and associated themselves with Krish to a solution better suited to their needs. Also, they wanted to aesthetically revamp their entire e-store by revamping their digital presence.



The Stale Ingredients

Kitchen & Company wanted their eCommerce store to shout their business motto. Hence, migration from Magento Cloud to Shopify Plus eCommerce platform came on to the cards for them. The potential challenge was to redesign the store in the essence of Kitchen & Company with the migration of thousands of product catalogs, order information, and infinite customer data. The focal point of this project was to keep the transition as smooth and customer-centric as possible.

Digitizing the 130ft Wall

Believing that food is life, food is fun, and food is essential, Kitchen & Company wanted to digitally enhance the e-version of their impressive 130ft wall of kitchen tools. They sought Krish's expert opinion of migrating to a robust eCommerce platform that helps them render a seamless and positive customer experience. Krish's team of skilled and experienced digital commerce experts built a seamless strategy to migrate them to a feature-rich eCommerce solution.

For a smoother eCommerce experience for Kitchen & Company's customers, Krish executed a flawless migration from Magento 2 to Shopify Plus. Krish ensured to capture the true essence of their brand while customizing the theme for the store. Unique customization was carried out for the checkout page to enable the customers to add gift messages while placing their order. Also, to instill trust among the shoppers, Krish implemented a Judge.me product reviews app.

Krish also carried out several custom developments, like incorporating separate product templates for omnichannel products. Also, rule-based SEO redirections from the Magento store to Shopify were made to ensure good SEO rankings. Last but not least, Krish optimized the final Kitchen & Company's eCommerce store for high performance before the go-live.



Cooking the Future with Shopify Plus

As mentioned by Kitchen & Company, the customer's base of the brand reflected some drastic improvements and there was an increase in the ROI of more than double. Also, the website's overall performance has improved manifold, with customers experiencing an average load time of less than 3 sec. An optimized website was a welcome change showing increased traffic and conversions numbers. Migrating the store to Shopify Plus digitally scaled Kitchen & Company's business to greater heights.

The ppc stats came out to be rewarding as well. Within just 5 months of span we were able to achieve \$43.7K worth the sales. With maintaining an average of 4x month-over-month ROI, Summit Hut gained 106K ad clicks, 1.17K Conversions, and the conversion value to be 107K



 Client Speaks

“I was happy with how Krish always believes in the personal touch. It somehow encourages a continued long-term relationship. Our new eCommerce store received compliments, and thanks to you guys, the business is running more cohesively. Also, I appreciate how you managed to streamline the eCommerce operations and still keep them custom-centric.”

Matt Popkin
Web Production Specialist

Success Stats

