



SASHIMIR SUSHI ACCELERATES GROWTH USING FLIPDISH

A case study on Sashimir Sushi with owners Rafael and Izabel.

Sashimir Sushi started operating in early 2017 when the business was run out of owners Rafael and Izabele's home. The Brazilian natives were working tirelessly to maintain the highest food standards and ensuring that all of its dishes successfully capture the essence of Japanese cuisine while maintaining their own Brazilian flare. Achieving this while at the same time juggling customer support, order fulfilment, delivery driver management, and online marketing proved very difficult, so the busy entrepreneurs decided to reach out to Flipdish.

"Starting a business is always going to be challenging, but finding the right partners to work with will make all the difference." Rafael, Sashimir Co-owner

Today's consumers increasingly order online, in particular on mobile. New businesses that focus on growing their online presence have an opportunity to stand out among their competitors and win over the tech-savvy generation. To begin with, Flipdish helped Sashimir to move customers away from telephone calls and Whatsapp which were inefficient, and toward online ordering via their own branded website and apps powered by Flipdish.

Since working with Flipdish, Sashimir's business has thrived expanding their revenue enormously. In early August 2019, Sashimir moved from the commercial kitchen and opened their first physical restaurant. They were able to do this as a result of the loyal customers they won using Flipdish's online ordering platform.

"Flipdish take care of the online ordering for us so we can focus on having the highest quality of staff, drivers and produce."

"The team at Flipdish are super helpful and their constant support has helped us to develop our own unique style that customers really love."

Flipdish creates mobile and SEO optimised custom branded online ordering websites and native apps for both Android and iOS. Using the Flipdish online ordering platform allows restaurants to operate delivery and collection services more efficiently.

"Flipdish gives us a system that streamlines the process from the order being placed to the food being delivered/collected. It's simple and it works." Izabele, Sashimir Co-owner

By integrating your own in-house delivery strategy with the Flipdish online ordering system takeaway owners can have complete control over their data and therefore

The best thing about having your own order website and app is that the restaurant owners have complete control over their brand.

"We have worked hard to grow our brand online. We have a large following on social media that we can provide offers and loyalty schemes to using the Flipdish marketing tools." Izabele, Sashimir Co-owner

Restaurants working with Flipdish have a more direct relationship with their customers. With Flipdish's powerful marketing technology restaurant owners can supercharge their businesses and succeed online.



AS A RESULT OF AN ORDER SYSTEM INTEGRATED INTO THEIR WORK FLOW SASHIMIR HAS BEEN ABLE TO GROW PROFOUNDLY IN JUST TWO YEARS:

"WORKING WITH FLIPDISH HAS GIVEN US THE CONFIDENCE WE NEEDED IN OUR BUSINESS AND OUR CUSTOMERS TO OPEN OUR FIRST STORE IN DUBLIN". RAFAEL, SASHIMIR CO-OWNER