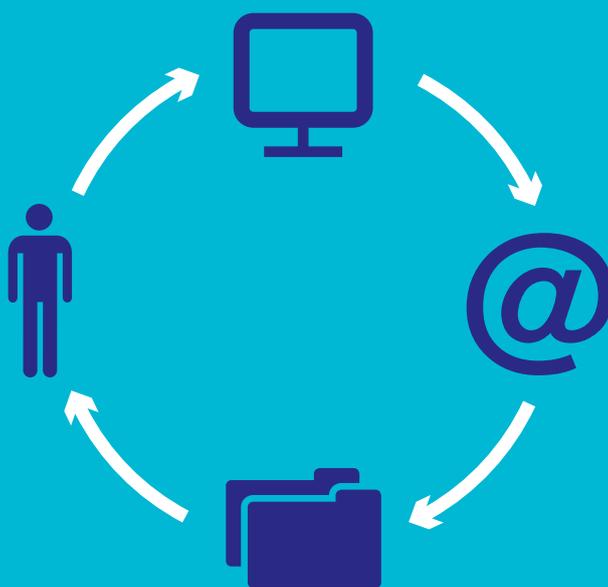

Online marketing? *Know how.*

With funding from the European Union, we helped Sushi-Bar Manga, a restaurant in Belarus, embrace online marketing and double their deliveries.



Sushi restaurant and bar, Belarus

We helped Sushi-Bar Manga, a restaurant in Minsk, develop Belarus' first mobile restaurant app, reaching out to new customers and increasing sales by 30%.

Founded in 2007, when we started working with them Sushi-Bar Manga employed 15 people. Although the restaurant saw more than 100 customers a day, Sushi-Bar Manga's owners paid close attention to international trends in the restaurant business. They wanted to use innovation to attract new customers and increase the role of deliveries in their business.

A local technology consultant, J lab, created an online app that would work on both Android and Apple phones. Our project specialist helped ensure that the project conformed to international best practices for e-marketing consulting projects and



Sushi-Bar Manga's mobile app helped them increase delivery sales.

followed the project from planning to implementation.

The consultant:

- Defined the costs, schedule, scope and objectives of the project in the preparation stage
- Designed the app, developing the layout of the main pages for both operating systems
- Programmed and tested the developed solutions
- Published the app in mobile application stores like AppStore and Googleplay
- Created the web platform that is used by Sushi-Bar staff to control the app and trained them in how to use it.

The final app allowed customers to order food, book a table, see a map of the location of the restaurant and invite friends, and included a personal account and news feed feature.

Since the launch of the new app, Sushi-Bar Manga's food deliveries have doubled, and their sales have increased by 30%. In fact, the app has proved so successful that the owner of Sushi-Bar Manga is now working with the consultant on a similar app for their sister chain of pizzerias.

Denis Shauruk, EBRD Project Specialist, won a Best Practice Award for this project at the 2014 Gabriel Al Salem Awards for Excellence in Consulting. See www.ga-foundation.org for more information.

www.ebrd.com/knowhow

Turnover
+26%

Sales
+30%

Online delivery orders
x2

Total project value
€14,217

Client contribution
€7,109