

Business Case Study

Patera Coffee

CLIENT

Patera Coffee
(patera.ca)

PROJECT

Website Design and
eCommerce solution for
Coffee Roastery Business

TECHNOLOGY

WordPress CMS
WooCommerce

SERVICES

Website Design
Website Development
eCommerce Solution Setup

LOCATION

Toronto, Ontario

PROJECT DATE

Summer/Fall 2021

OPPORTUNITY

Patera, founded in the year 2000, is a coffee micro-roaster based in Toronto, Ontario. They roast coffee beans from all over the world and are a proud roaster of certified fair trade organic coffee beans. They supply this coffee to restaurants and cafes in and around the Greater Toronto Area. Patera has a keen interest in expanding their coffee business.

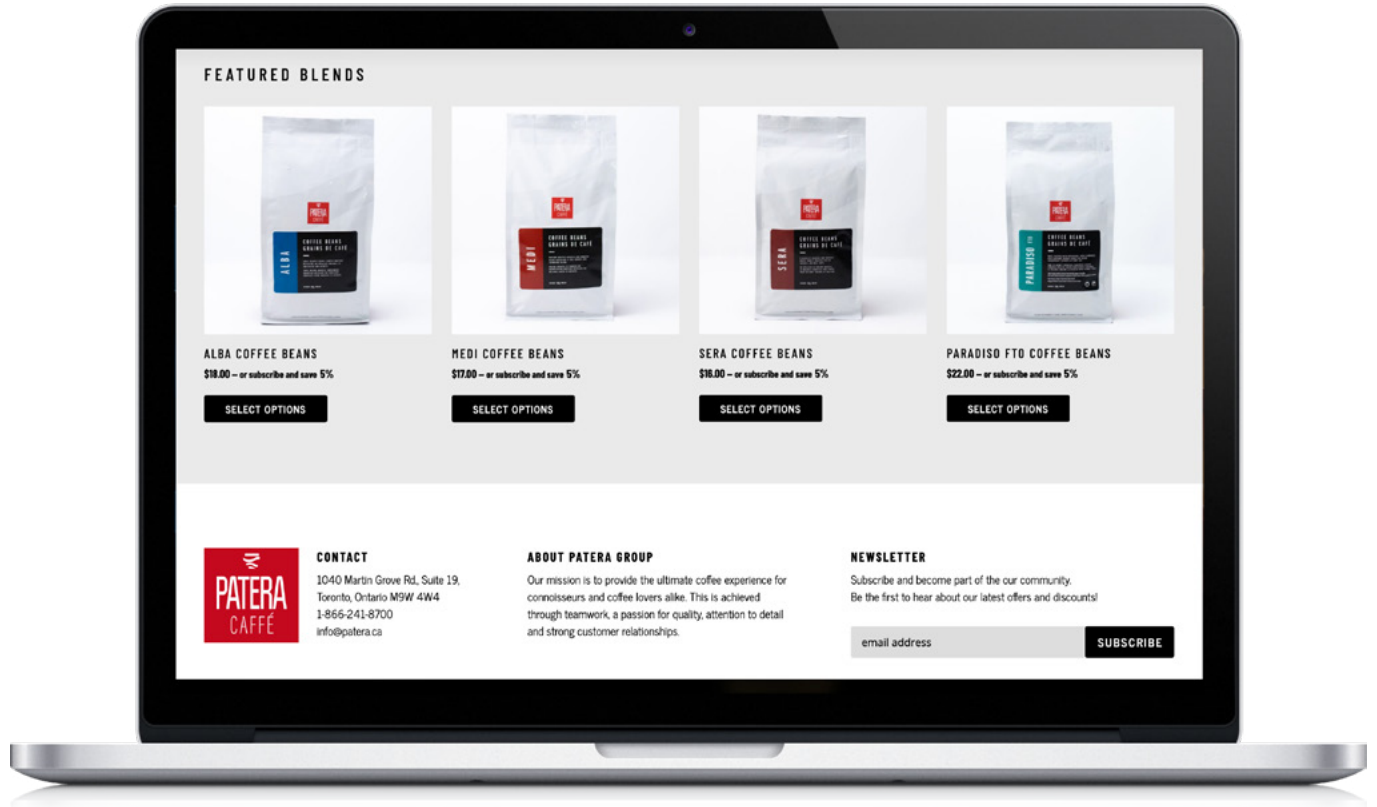
Upon the completion of Patera's brand design and packaging project, Centricity360 (C360) was approached again by the leadership team of Patera to design and launch a new website and an eCommerce solution for selling their coffee blends to residential consumers (B2C).

SOLUTION

C360 evaluated and tested a number of eCommerce solutions for Patera. It was decided that the best solution would be a WordPress content management system with a WooCommerce eCommerce backend solution.

The next stage of this project was to complete the product photography sessions. This is an important first step toward the completion of the website design. Once the photography was completed, we shifted to the design phase of the project. A design was presented to the client and agreed to. From design, we headed to coding and development of the website and the setup of the products in the WooCommerce eCommerce solution. Finally, we completed the setup of the shipping module and integration of the payment processing solution.

Once the final review of the pre-launch website was completed by the client, we tested the eCommerce solution to make certain the payment processing solution was working effectively and that the shipping and taxes were being calculated properly. Next step, launch the website.



RESULT

C360 launched the new Paterra website and eCommerce solution in the fall of 2021. The C360 development team worked hard on this project to deliver and launch a professional website for the client. The client was very pleased with the results and they are looking forward to continuing to work with C360 as they expand their business into complementary coffee products and related services to be sold online.

The next steps with the client will be to design a marketing plan and establish revenue generation goals to be achieved from the new eCommerce solution.

We recommend trying this coffee, please order online at patera.ca

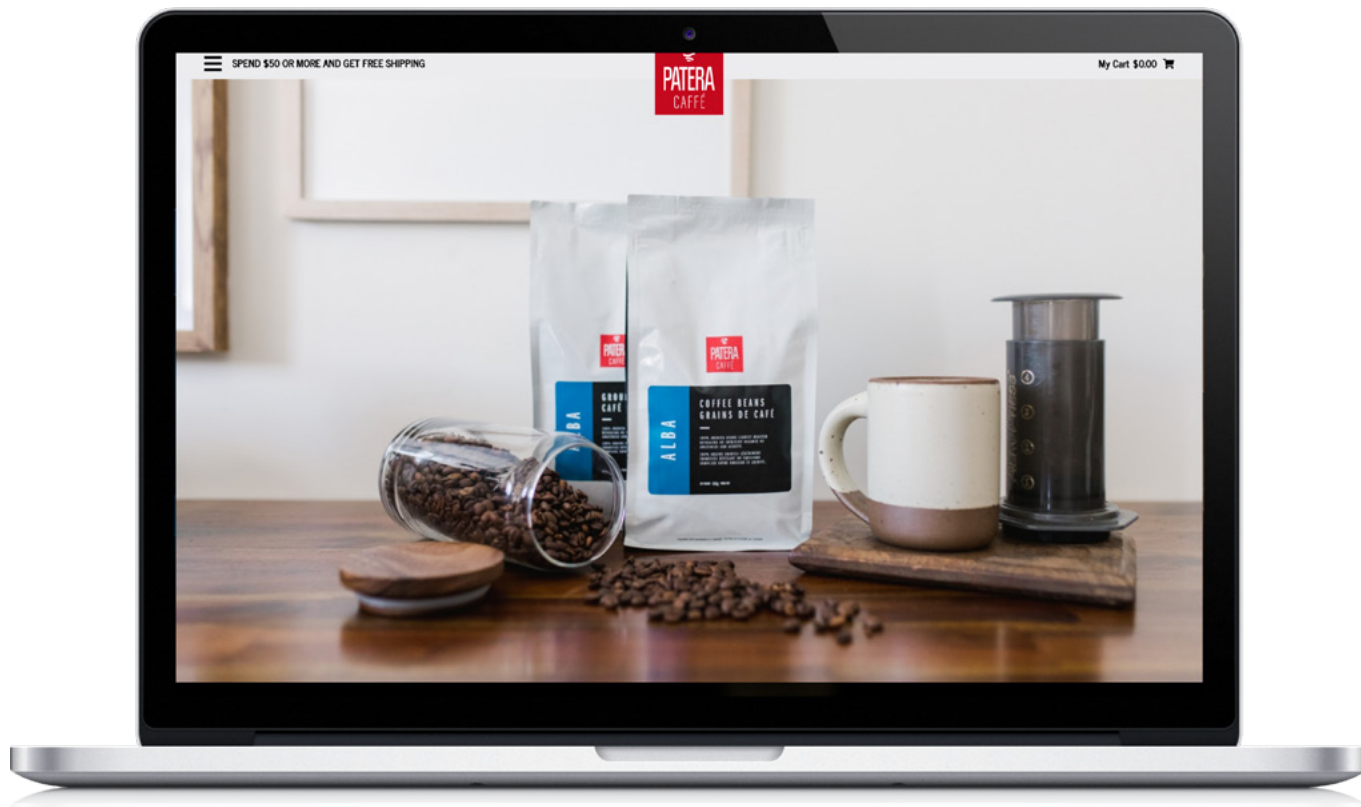
ACKNOWLEDGEMENTS

A special thank you for the contributions from the following partners:

Dave Jumaquio | Freelance Graphic Designer

Noelle Villamor | Ease Photography

Shawn Ellsworth | Ellsworth Media Inc.



TESTIMONIALS

It is a pleasure working with Centricity360. We have the utmost respect for Richard's expertise and knowledge. He is a forward thinker supporting the growth of our company by designing and marketing our products with insight and professionalism. We highly recommend Richard and Centricity360 to effectively move your business forward.

Lidia Costanzo
Patera Coffee, Principal

ABOUT PATERA

Our mission is to provide the ultimate coffee experience for connoisseurs and coffee lovers alike. This is achieved through teamwork, a passion for quality, attention to detail and strong customer relationships.

ABOUT CENTRICITY360

Centricity360 is a forward-thinking consulting company delivering strategic marketing, business development and related technology services helping business leaders drive revenue growth through innovation and digital transformation.

Centricity360 - Innovative Ideas in Action.