



# Case Studies: Adria Carter / TheBrowniePan.biz

## Challenge

The Brownie Pan Fine Desserts and Gifts was in desperate need of having its website completed and fully functional. Although the previous web development firm was good with static pages, their ability to meet the business need for more functionality and the ability to deliver an eCommerce solution in a timely manner was insufficient. Owner Adria Carter explained, “We had a mess on our hands; In addition to the cosmetic changes that were needed, there were several system related problems that needed to be corrected and most importantly our order page didn’t work.”

## Solution

IND Group listened to Adria’s concerns and noted action items that would get her up and running so that she could take advantage of her company’s growth opportunities. IND Group built a custom order form to the Brownie Pan’s exact specifications. Combined with the IND Group’s eCommerce solution, The Brownie Pan was able to integrate with PayPal -- accept major credit cards, and save on credit card processing.

## Results

“The results have been phenomenal,” says Adria Carter, “Everything I do is made to order which sets me apart from my competitors. Online order capability is literally the icing on the cake. IND Group immediately addressed the error messages customers were receiving thus rescuing my company image. They were sensitive to my needs and delivered their services as agreed on time, and on budget”.

### Industry:

Commercial Bakery

### Project Type:

eCommerce Solution

### Customer Feedback

“IND Group was timely, professional, and delivered a quality service and product. Throughout the engagement they were trustworthy, proactive and responsive. They did a great job.”

—Adria Carter, Owner, The Brownie Pan Fine Desserts and Gifts—