

Ohia Technology Enhances Efficiency for International Franchise

Food & Beverage Sector



At a glance

With over 20 years in the UAE and 12 years of successful franchising in the Middle East, Sumo Sushi & Bento is a globally expanding, innovative, and family-friendly sushi franchise. Their franchisees consistently thrive, achieving growth and success by opening new outlets annually.

Results:

Efficient Collaboration:

Franchisors, franchisees, and aggregators could collaborate seamlessly, fostering better communication and knowledge exchange.

Data Consolidation:

The platform allowed franchisees to visualize sales data, facilitating informed decision-making and performance analysis.

Unique Value Proposition:

DATA DOJO provided additional intellectual offerings, including reports, procedures, best practices, and media libraries, enhancing the overall value of the application.

Market Differentiation:

Despite competition from established players, DATA DOJO distinguished itself with its unique features and market specialization, capturing a niche audience.

CHALLENGE/OPPORTUNITY



An international franchise, Sumo Sushi & Bento, faced challenges in efficiently managing its diverse locations spread across the Middle East and Europe. The need for streamlined communication, consolidated reporting, and collaboration between franchisors, franchisees, and third-party aggregators was evident. The existing franchise management solutions were either insufficient or required extensive integration efforts.

SOLUTIONS



Ohia Technology's response to this challenge was the development of DATA DOJO, a comprehensive franchise management platform tailored to Sumo Sushi & Bento's unique needs. The solution aimed to bridge the gap where existing franchise management systems fell short, providing a web-based application that facilitated reporting, collaboration, and content management.

PROCESSES AUTOMATED



DATA DOJO automated various processes critical to franchise operations, including:


1. Sales Data Integration: Automated extraction of sales data from third-party systems through APIs, web services, or direct connections.
2. Document Management: Centralized storage of documents, checklists, and forms accessible across departments and outlets.
3. Campaign Management: Streamlined planning, execution, and tracking of marketing campaigns with integrated feedback loops.


CONCLUSION



Ohia Technology remains Sumo Sushi & Bento's steadfast partner in software and technology. The successful implementation of DATA DOJO by Ohia Technology has significantly enhanced efficiency in franchise operations, providing automated processes, consolidated data, and unique offerings, positioning the international franchise for sustained growth and competitiveness in the dynamic restaurant industry.



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