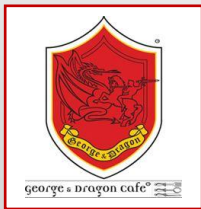


Case Study

Food and Beverage (F&B) Industry

The importance of F&B businesses in utilising technology and digital marketing is an imperative task that needs to be undertaken in this competitive sector. With many consumers taking to the internet to share their experiences, it is vital for F&B brands to understand how to best leverage digital mediums for brand and image enhancement online.

Our Clients:



George & Dragon Cafe are a well established bistro restaurant with two outlets in Johor Bahru. With an established client base and a great reputation built up over the years, the management were eager to grow their existing customer base and increase visibility. With Charles Mann, George & Dragon learnt the techniques that could be employed using social media to enhance and grow their brand, as well as act as an effective communication tool.



Hot and Roll is a fast growing franchise model that has allowed the brand to setup outlets in a vast amount of locations. With an ever increasing number of franchisees, Hot and Roll needed to ensure that its clients and end customers would be satisfied. Through Charles Mann, the marketing team learnt the techniques and strategies that could be put into place to ensure enhanced visibility online.

Recommended Courses:

- **Social Media Marketing for Business** – Is Your Business Social Enough?
- **Effective Email Marketing** – Create Powerful Email Marketing Campaigns
- **Using Facebook in Business for Beginners** – A Beginners Course in Using Facebook
- **Advanced Facebook Techniques for Business** – Learn About the Powerful Tools in Facebook
- **Search Engine Optimisation (SEO)** – Improve Your Websites Search Rank in Google
- **Mobile Apps Development for Business** – Create Effective Custom Apps

Further details can be found on our website:

www.charlesmann.com.my