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FitForCommerce Matches Eat'n Park Hospitality Group and Lyons Consulting Group

eCommerce Consultancy Helps Retailer Find Best-Fit Vendor

Short Hills, NJ—(September 2010) –[Eat'n Park Hospitality Group](#) called on [FitForCommerce \(www.fitforcommerce.com\)](#) to help them find a best-fit eCommerce platform so that the merchant could sell their famous Smiley Cookies and products from the [SmileyCookie.com](#) domain. After evaluating Smiley Cookie's special business and technical needs, FitForCommerce matched them with the Magento platform and Lyons Consulting Group who customized and implemented the webstore. The outcome has proved to be a great all around partnership driven by FitForCommerce's eCommerce Diligence™ process.

As a company who makes made-to-order, fresh-baked cookies, often for special events and holidays, Smiley Cookie needed to find both a front-end and back-end system that could address customization and specific-date delivery. Additionally, key gifting requirements were essential to their needs.

"Like many companies in our situation, we had trouble navigating through the multitude of eCommerce technologies to find a solution that could fit our unique requirements," said Adam Golomb, Eat'n Park's Director of eCommerce. "We really relied on FitForCommerce's expertise and experience to help us define our requirement and then help us find a suitable solution."

FitForCommerce Senior Consultant John Coniglio, who led the Smiley Cookie project, took a comprehensive approach to analyzing functional requirements that included the creation of workflow diagrams to illustrate how the Smiley Cookie production process should be integrated with order management and fulfillment.

"Smiley Cookie presented some unique challenges as they needed the ability to place orders for customized Smiley Cookies, bake them fresh to order, and ship them to customers based on requested delivery dates," says Coniglio. "One of the most important factors in selecting a provider was the ability to build a custom backend solution that the bakery can use to schedule cookie production based on demand."

After guiding Smiley Cookie through a detailed requirements gathering and systematic vendor selection process, Coniglio helped Smiley Cookie select Lyons Consulting Group as the system integrator of the Magento eCommerce platform. Lyons was selected because of their



experience delivering customized solutions, extending the base functionality of the Magento Enterprise eCommerce platform in order to satisfy business requirements.

In the end, the Smiley Cookie webstore came to market ahead of schedule and under budget. Just as important, according to Golomb Smiley Cookie has seen the conversion rate increase 50% and average order value increase by 30%.

“I’m extremely pleased with our engagement with FitForCommerce,” says Golomb. “They helped us define what we were looking for and then made a great match in solutions, and now the results are paying off in dollars and cents. From our customers to our executives, everyone is excited with our new eCommerce presence.”

About FitForCommerce

Sixty-seven percent of eCommerce projects end in failure due to poor planning or choice in solution. Working to bring that percentage down on a case-by-case basis, FitForCommerce has established itself as the leading boutique eCommerce consultancy by helping hundreds of online and multichannel retailers and manufacturers make informed eCommerce investment decisions. Using years of experience, state-of-the-art tools, strategic diligence and tactical planning, FitForCommerce helps retailers define business and technical requirements and find their "best fit" technology solutions - including eCommerce platforms, back-end systems and critical points solutions including mobile. eCommerceKnowHow.com, managed by FitForCommerce, is the eCommerce industry’s most comprehensive knowledge base and educational resource. For additional information, please visit www.FitForCommerce.com and www.eCommerceKnowHow.com or email media@fitforcommerce.com.

Eat’n Park/Smiley Cookie

Since 1949, Pittsburgh-based Eat’n Park Restaurants has been a family-owned restaurant chain, serving guests across Pennsylvania, Ohio and West Virginia. At the heart of Eat’n Park are more than 8,000 team members committed to providing friendly, attentive service and supporting a growing number of community initiatives, including an annual fundraising campaign that has generated more than \$7 million for children’s hospitals. Eat’n Park also donates more than 200,000 Smiley Cookies – the brand’s iconic symbol – every year to support community events and fundraisers.

Eat’n Park Hospitality Group is a portfolio of foodservice concepts focused on personalized dining. The restaurant division includes Eat’n Park Restaurants and Six Penn Kitchen, a neighborhood American bistro. Its contract foodservice division includes: Parkhurst Dining Services, a provider of contract dining services to businesses, higher education institutions and cultural centers; and CURA Hospitality; which enhances life around great food through contract dining and management services for regional hospitals and senior living facilities.