

“Casa do Pão de Queijo reformulates the website”

The new website is easy to navigate in order to ease the communication with consumers

Casa do Pão de Queijo, one of the largest snack chains in Brazil, launches its redesigned website aiming to narrowing the relationship with its consumers. “The website has a modern look, the navigation is simple and the content is well explicative and dynamic”, says Susana Ziliotto, the chain marketing manager.

The layout is easy to access with the navigation menu in the lateral, easing the search for information concerning several contents available in the website. In the icon “Our Products”, for instance, the consumer finds the description and photo of each product of the chain menu, in “News”, we can see the launching of products and also the opening of new stores.

Another distinguishment is the area destined to the franchisee, called “Business Opportunity”, which offers to entrepreneurs interested in opening a Casa do Pão de Queijo unit, a well informative material concerning the chain, the offered franchise options or licensing, the necessary investment and the opportunities of stores already operating, beyond the contacts of the chain expansion area.

According to the executive, the website will be more and more interactive, following the client and franchisee’s needs. “We will always consider the users’ suggestions left in the website, in order to assist theirs desires and establish a direct communication line with our different publics”, adds Susana.

The website includes more news: a delivery area, in which the client can find information concerning stores that offer a delivery service, beyond a tool that allows the consumers to search for stores in their cities.

The website address is www.casadopaodequeijo.com.br