A KENYAN HOME BAKERY

A cake business customers can find, and order from, on their phones.

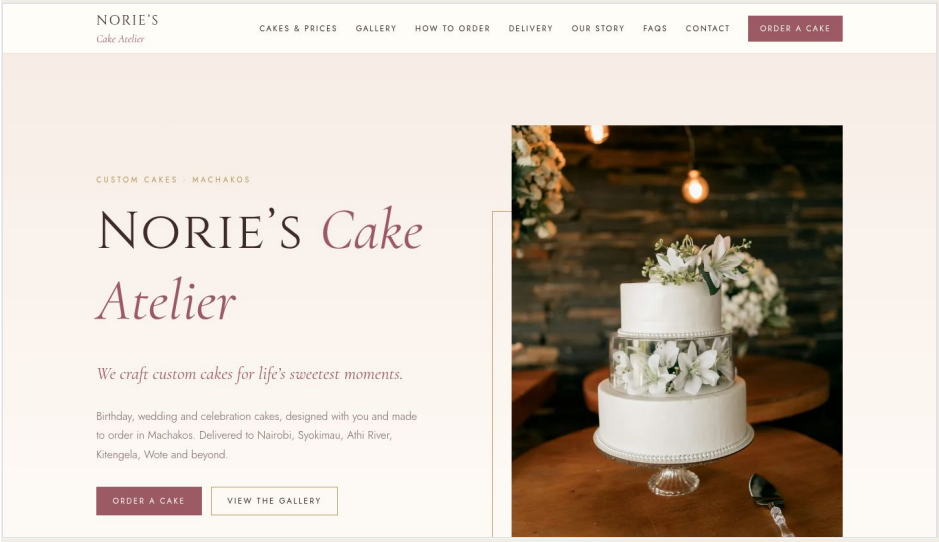
A Kenyan home bakery that makes custom celebration cakes in Machakos and delivers to Nairobi and beyond.

What they needed

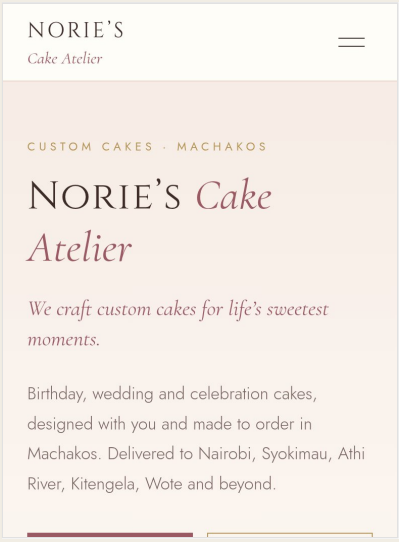
To get found online by people searching for cakes, and to let customers order without the endless back-and-forth of messages, calls and price questions.

What we built

- An online menu and shop with cakes and prices laid out clearly
- WhatsApp ordering, so a customer can send their order in one tap
- A tap-to-call button on every page
- A mobile-first design, built for the phones most customers use



The live bakery site on desktop.



The live bakery site on mobile.

"We needed customers to find us online and order without the back-and-forth. Ananke Digital built our site with the menu, WhatsApp ordering and a tap-to-call button, and now people order straight from their phones. It was fast, and they handled everything."

— Owner, a Kenyan home bakery