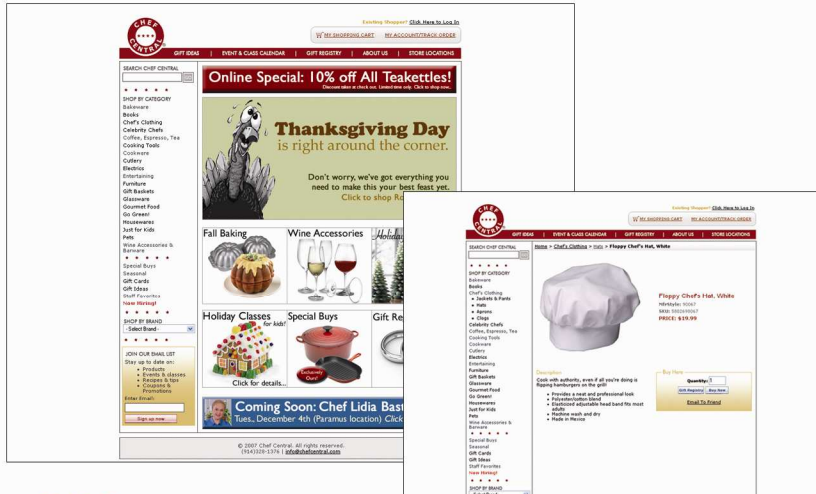


Client Chef Central

URL www.chefcentral.com



The Situation:

Chef Central has two culinary superstores in Paramus, New Jersey and Hartsdale, New York. Established in 1998, Chef Central is a culinary superstore guaranteed to inspire everyone from the amateur gourmet to the seasoned professional. They also offer an endless schedule of cooking events for kids and adults held in their fully equipped demo kitchens.

The Challenge:

Chef Central's site provided a wealth of information on classes, had a calendar of events, and even had featured products. However, visitors to the Chef Central site couldn't actually purchase products or sign up for classes. Chef Central needed to take their online efforts one step further and allow their local shoppers the convenience of online purchasing and class registration. However, Chef Central also wanted to take their brand to a national audience and extend their geographic reach for sale of products.

The Solution:

Tachyon Solutions was retained to develop an online roadmap for Chef Central to build and market www.chefcentral.com. Following a preliminary consulting engagement which included a goal development process, competitive research, technology review and wireframing, Tachyon designed and implemented www.chefcentral.com. When designing Chef Central's new e-commerce site, Tachyon included an easy-to-use navigation scheme that persuaded users to sign up for classes and purchase items. This template driven site makes it easy for Chef Central's employees to keep the site current and fresh. Since its launch in April 2007, Tachyon Solutions has been supporting Chef Central with a robust online marketing campaign of comparison shopping engine marketing, e-mail marketing, and search engine marketing. The new site has consistently met or exceeded traffic and sales projections.