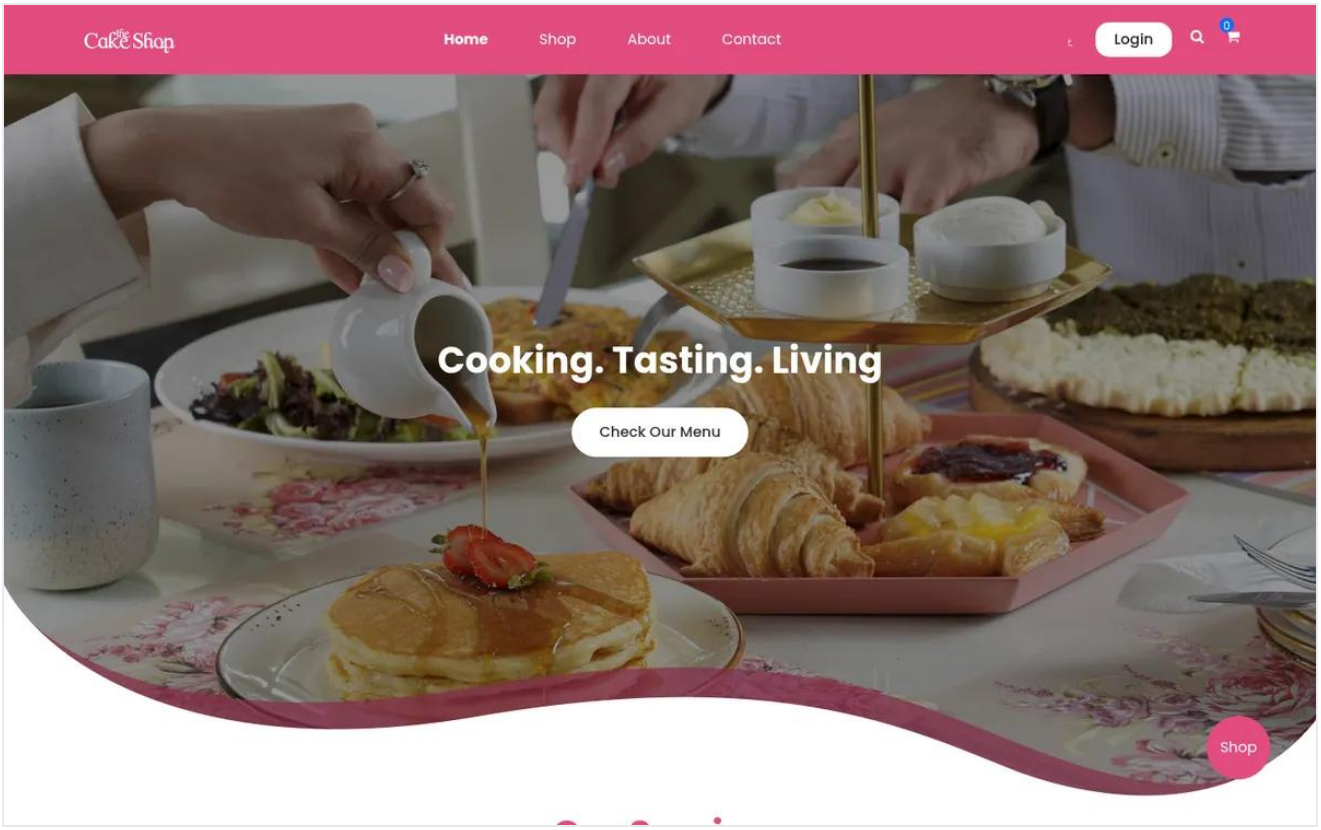
Food & Beverage / E-Commerce

A custom cake builder that sends every order to the right kitchen

CLIENT	The Cake Shop
INDUSTRY	Food & Beverage / E-Commerce
TECH STACK	Laravel Filament Livewire Flutter Redis Pusher HyperPay Firebase



01 The Challenge

Custom cakes are the hardest product to sell over the phone. Each order carries a cake type, tiers, number of guests, flavours, fillings, toppings, colours and extras, and every detail has to reach the right kitchen intact. At this shop, staff took those orders by phone and passed them on by hand, which left room for missed details and slow handovers.

The business also needed a proper online channel, with card payments, delivery tracking and financial reporting in one place instead of scattered across calls and notes.

02 Our Solution

We built an ordering platform around a custom-cake builder. Customers pick the cake type, number of tiers and number of people, then choose flavours, fillings, colours and add-ons, with toppings grouped by category so the choices stay easy to browse.

Behind the builder sits kitchen routing. Each item carries a kitchen type, and an order is split automatically between the Central, Design, Cookies and Branch kitchens. Branch staff accept the orders assigned to them, and the back office records deposits and invoice numbers against each one.

Card payments run through HyperPay (Visa, Mastercard and mada) with a payment reconciler and webhooks, and PayTabs is supported as well. The platform is delivered as a website, an admin panel and iOS and Android apps, in Arabic and English with full RTL support.

- Custom-cake builder with grouped toppings and add-ons
- Per-item kitchen routing to Central, Design, Cookies and Branch kitchens
- Branch order acceptance, deposit and invoice-number fields
- Delivery and financial reports with print views
- Coupons, points, referrals, gifts, occasions, delivery zones and support tickets
- Social login, OTP, WhatsApp, Firebase push notifications and a POS link that creates customers in the POS

03 The Results

- **Online custom-cake ordering:** customers build a cake step by step instead of describing it over the phone.
- **Automatic kitchen routing:** each order is split to the Central, Design, Cookies or Branch kitchen by item type, with no manual hand-off.
- **Hardened payments:** the HyperPay checkout, finalize and webhook flow was reinforced, backed by a payment reconciler.
- **Security and data upkeep:** Livewire and Filament were upgraded to patch a published vulnerability (CVE-2025-54068), and legacy mixed date formats in old records were corrected.
- **Full Arabic/English parity:** web, admin and mobile apps work in both languages with RTL layouts.

Facing a similar challenge? Talk to our engineering team: info@jo-life.com • +962 79 0888 700 • www.jo-life.com