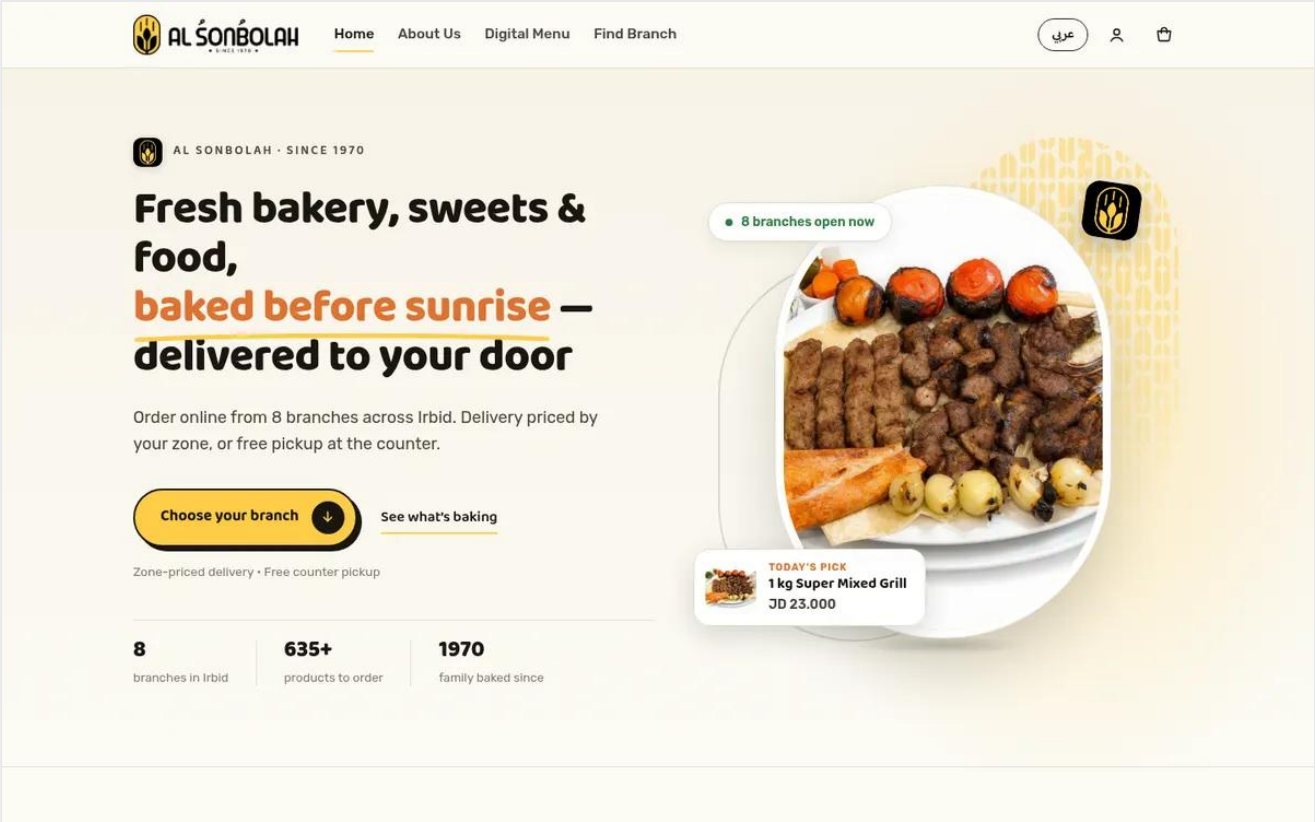
Food & Beverage / E-Commerce

One ordering, loyalty and delivery platform for a multi-brand food group

CLIENT	**Al Sonbolah**
INDUSTRY	**Food & Beverage / E-Commerce**
TECH STACK	**Laravel** **Livewire** **Flux UI** **Tailwind CSS** **MySQL** **Redis** **Flutter** **Firebase**



01 The Challenge

The group runs several food businesses in Amman under one roof: a bakery, a sweets shop, a restaurant, a juice bar and a coffee roastery. Its customers were loyal, but they came in person. Younger customers expected to order from their phones for pickup or delivery, and there was no single channel that served them across all the businesses.

Behind the counter, each business and branch was managed on its own. Staff had no shared control panel for menus, orders, drivers and opening hours, and no common way to reward the regulars who had kept the group going for years.

02 Our Solution

We built the platform from scratch in 2026 against a wishlist of roughly 100 features, tracked and delivered one feature at a time. Each business gets its own storefront on the web and in an iOS and Android app, where customers pick a branch and menu type, choose product options, see calories and allergens, add kitchen notes or a name for the cup, and order for pickup, curbside, delivery, scheduled times or catering. Table QR codes cover dine-in.

A tiered loyalty programme sits on top of every order. Staff run everything from one admin panel scoped by role, from super admin and entity manager down to branch manager, cashier and driver.

- **Loyalty:** Bronze, Silver and Gold tiers, streak challenges, stamp cards, a reward catalogue, birthday and double-points days, points for reviews, donating points to charity, an opt-in leaderboard, and scanning in-store receipts to claim points. Points expire in batches, oldest first.
- **Checkout:** coupons, tipping, gift cards, cart upsell, one-tap re-order and N-Genius card payments.
- **Delivery:** driver dispatch with auto-assign, live GPS tracking with ETA, photo proof of delivery, a 60-second cancel window, and delivery zones drawn directly on a map.
- **Operations:** a kitchen board (New, Preparing, Ready), a per-branch open, closed or busy toggle, tax categories, and receipts printed on Bluetooth thermal printers.
- **Compliance:** e-invoices submitted automatically to the national tax authority e-invoicing system.

Customers are notified by Firebase push, SMS and WhatsApp. Arabic and English are treated as equals throughout, and the storefront targets WCAG 2.2 AA accessibility.

03 The Results

- **One platform for every business:** the bakery, sweets shop, restaurant, juice bar and roastery all sell online through their own storefronts, managed from a single admin panel.
- **Loyalty that reaches in-store customers:** receipt scanning lets walk-in regulars earn points on purchases made at the counter, alongside tiers, streaks and stamp cards.
- **End-to-end delivery:** orders move from the kitchen board to auto-assigned drivers, with live tracking, ETA and photo proof of delivery visible to customers and staff.
- **Tax compliance built in:** e-invoices go to the national e-invoicing system as part of the order flow, not as a separate manual task.
- **Full Arabic and English parity:** web storefront, admin and mobile apps work equally in both languages, with the storefront built to WCAG 2.2 AA.

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