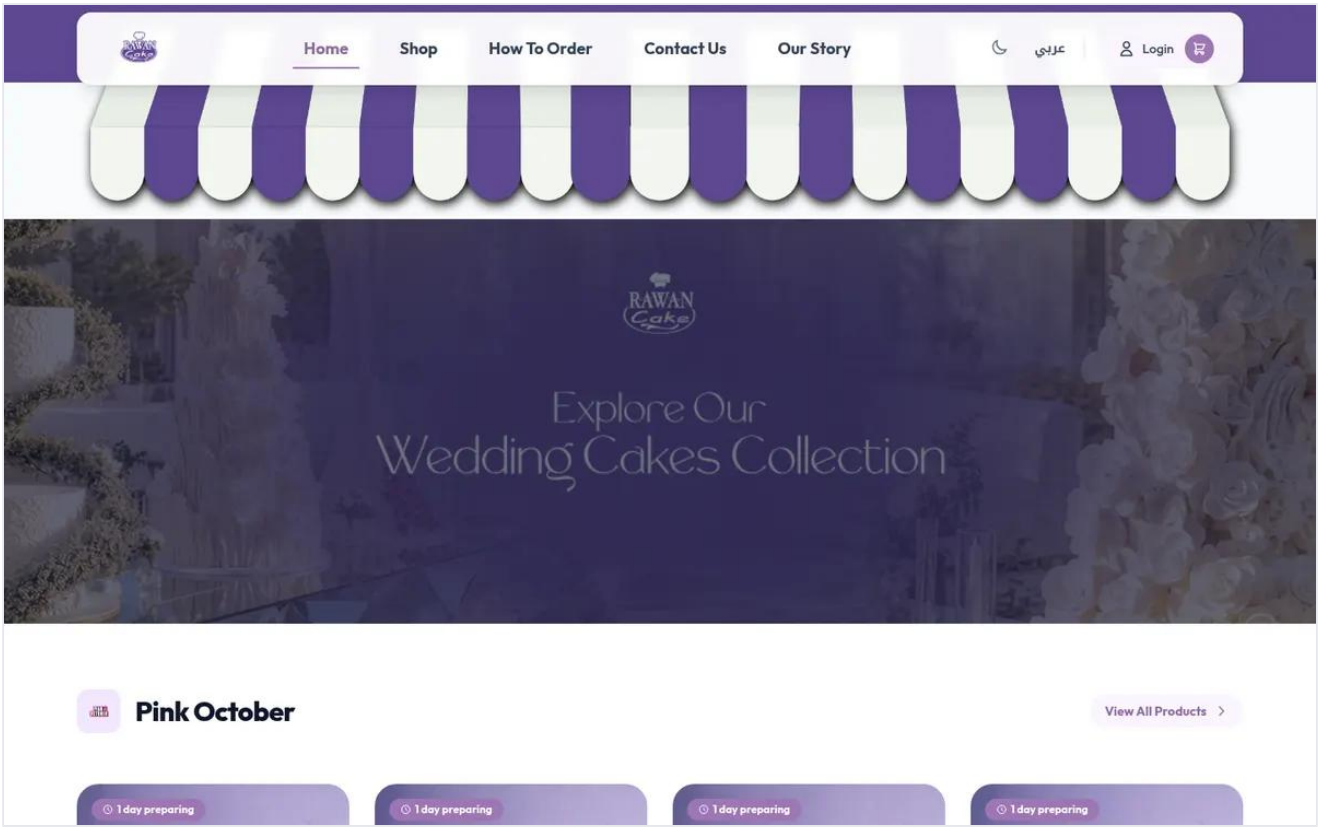
Food & Beverage / E-Commerce

Online Cake Ordering with Delivery, Pickup and Loyalty Across Web and Mobile

CLIENT	Rawan Cake
INDUSTRY	Food & Beverage / E-Commerce
TECH STACK	Laravel Filament Livewire Tailwind CSS Redis Flutter Firebase PayTabs



01 The Challenge

Cakes and occasion orders are not simple retail items. Customers choose options, order by weight or in fractions, and expect delivery to their area or pickup from a nearby branch. The brand needed to take these orders online instead of handling them through manual channels.

Behind the storefront, staff needed proper tools to manage the catalog, delivery zones, pricing rules and incoming orders, with access limited to the right people.

02 Our Solution

We built an online store, an admin panel and a mobile app for iOS and Android, all in Arabic and English with full RTL support. The catalog supports categories, sub-categories and product options, with minimum quantities and quantity steps (such as 0.5) set per product or per category. Customers can use coupons, discounts, offers, loyalty points and referral codes, and receive in-app gifts as a fixed or percentage discount or a free product.

Delivery is driven by zones and regions with ordered pricing and conditional rules, alongside branch pickup. Payments run through PayTabs on web and in the Flutter app, customer records sync with the brand's POS system, and Firebase handles push notifications and authentication. Customers can sign in with Google, Facebook, Apple or Instagram.

Staff work from role-based admin queues for accepted, invoiced, rejected, cancelled and support orders, with item and sales reports, printable invoices and an activity log. The storefront was later moved to a new Livewire UI, and a separate versioned API v2 now serves the mobile app alongside the original API.

- Catalog, options, cafe menu page and occasion reminders
- Cart, coupons, offers, loyalty points and referral codes
- Delivery zones, conditional delivery rules and branches
- Order queues, reports and printable invoices
- Ratings, favourites, newsletter and a job application form with captcha

03 The Results

- **Online ordering for occasions:** Customers can order cakes with options and fractional quantities for delivery or branch pickup.
- **Web and mobile on one backend:** The web store and the iOS and Android app share one admin panel, with a versioned API v2 for the app.
- **Full Arabic/English parity:** Both languages are supported across storefront, app and admin, including RTL layouts.
- **Staff control and accountability:** Admin access is limited to role holders, with a staff activity log and dedicated order queues.
- **Hardened operations:** Uploads were secured and order-integrity fixes, such as blocking empty-cart orders, were applied.

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