

# SUBWAY SANDWICHES KSA CASE STUDY

[www.Subway-KSA.com](http://www.Subway-KSA.com)

## Summary:

Subway Sandwiches KSA was looking for a friendly Content Management System (CMS) that could be fully controlled by a non-technical staff. They also had two target audiences in mind: Subway customers from the public (mainly school aged students and health conscious middle aged customers) and potential Subway franchisees.

First, WSI analyzed the client's profile to assess their business profile. Being a franchisee, the client operated a typical SMB, so the challenges and objectives were no stranger to WSI.

WSI determined that awareness needed to be created and a presentable Internet presence had to be developed. They also needed a site that required limited resource to market and maintain.

## Objectives:

The objectives were to create a friendly website that is appealing to the young customer and can be easily maintained and updated by the owner.

## The Solution:

WSI provided a WSI Business Edge solution as this platform covers all the basic needs and has a friendly interface, is convenient and scalable. The website is simple yet has all the content the client needs.

Business Edge modules are versatile and customizable so they covered every aspect of the client's needs without the need for any special customization or complex functionality.

The client received approval for the website from the franchisor, which clearly indicated that the website was meeting international standards.

## ABOUT THE CLIENT

### Subway Sandwiches

The client is the Subway Master Franchise in Saudi Arabia. As Subway in other parts of the world continues to expand, so does its counter-part in the Middle East. Every year the Subway chain in Saudi Arabia beats its all time record for the number of franchises sold in a single year and its outlet sales continue to be very strong.

## ABOUT THE CONSULTANT

### Mohammed El-Sawah, Saudi Arabia

Mohammed has been a WSI Consultant since July 2006. His background is in pharmaceutical marketing. His last job before WSI was a brand manager in GlaxoSmithKline Pharmaceuticals.

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## Internet Marketing:

The next step for WSI is to work with the client on some Internet marketing solutions that will attract targeted traffic to the website. The client was satisfied with the site since it met the design requirements they had in mind and at the same time received the approval from the Headquarters.

WSI anticipates to start the Internet marketing soon. They are getting their content approved first. WSI is going to start offering the client PPC and then email marketing.

## Benefits to the Client:

The website was launched only recently, but right now the word of mouth is very positive about the website, which means that it has a good user appeal.

## Client Testimonial:

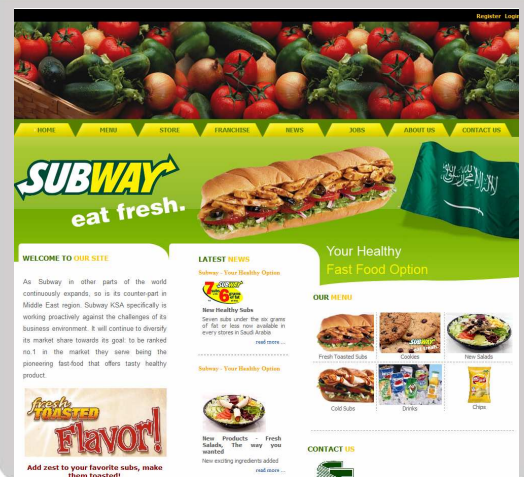
*“Great job! We made the right choice by working with WSI. Stand by for referrals from us” – Fawaz Bahian, Support Services Manager, Subway KSA*

The client actually referred WSI to his friend who is the owner of a building material retail business and wanted a new website.

## Conclusion:

Based on this project, it's obvious that WSI Business Edge can be trusted. It offers the convenience of a small solution and the capabilities of an advanced solution. WSI has started to use Subway as a reference and it always conveys credibility and strength to local franchises and businesses.

## HOME PAGE



## INTERNAL PAGE

