# Web revamp



### Hi! I Think I Know U.

Bio Foods Ltd is an East-African pioneer in health-first, sustainable dairy. Your next-gen website must mirror that leadership: immersive storytelling, data-driven insights, and friction-free journeys for consumers and trade partners. We will deliver a modular, lightning-fast digital platform, built on a headless architecture that empowers your team to spin up campaign microsites in minutes, drives measurable engagement, and future-proofs the brand for global expansion.



#### Where We Are

Limited backend flexibility, slow mobile performance, inconsistent content formatting, and no audience segmentation.

Desired outcome: a "WOW" site that

Showcases Bio Foods' B-Corp story, product innovation & impact

Serves B2C and B2B/Export with tailored pathways

Enables rapid campaign launches without developers

Delivers actionable analytics & SEO lift

Meets WCAG 2.1 AA and GDPR/Kenya Data P. regs



### Where To Go

How before Where and Why.

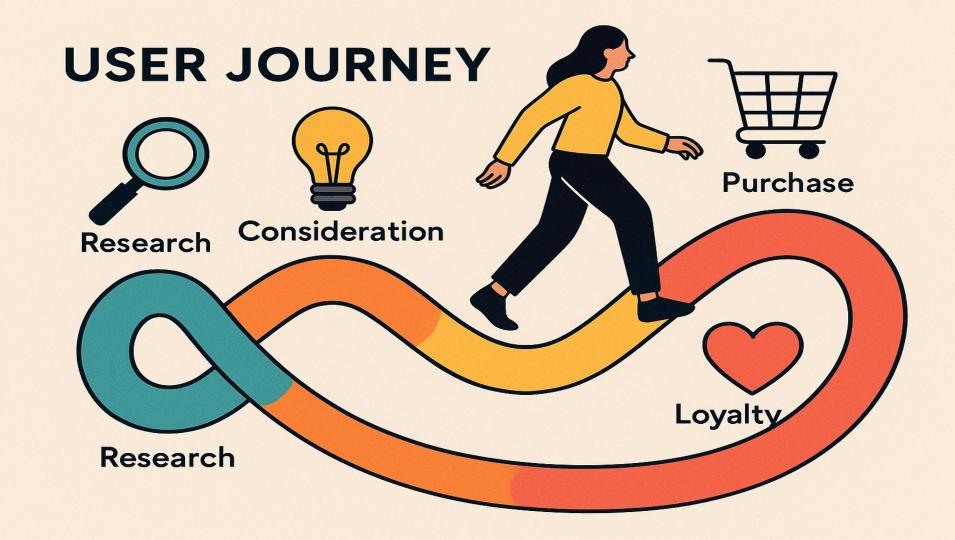
**Great Experience** 

Scalability

Conversion

Long standing tech like your brand.





## Project roadmap

- Research
- Design
- Develop
- Test
- Deploy

#### 4 Weeks





