

# Invest Ottawa DMS Future Proof

## Success Story: Ottawa Samosa

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### The Story

Ottawa Samosa is an online family business selling high quality, Halal samosas. When founder Owais Khan moved to Ottawa in 2014, he struggled to find Halal food options for family gatherings and celebrations. So, he and his wife took matters into their own hands. The pair began cooking and selling samosas to their friends and family, and have since seen their business grow to be recognized as a prominent event food provider in the city. But when the pandemic hit, Owais felt he needed to strengthen the digital presence of his business to weather the challenges of the pandemic.

### The Obstacle

With large events cancelled for the foreseeable future, Owais needed to create both a revenue stream that could accommodate small orders and a marketing plan to gain traction online. To support these major changes, Owais applied to the Digital Main Street Future Proof program.



### The Solution

After engaging the Transformation Team, Owais was given access to a team of marketing specialists to help him identify and implement key changes to his existing website to make it easier to navigate, visually appealing, and easier to find through online searches. The team also reviewed his entire social media portfolio and recommended specific tactics to increase engagement and reach, such as using templates for content and offering regular contests and giveaways. As a result of having worked with the DMS team, Ottawa Samosa now has a modern and cohesive brand image.



## The Update and the Future

Owais has seen significant improvement since launching the new website. So far, online traffic has increased by more than 30% while sales rose by 23% in a matter of weeks. Despite the challenges food service businesses like Ottawa Samosa are facing through the COVID-19 pandemic, Owais is optimistic about the future of his business.



### Testimonial

“The Digital Main Street Team was better than I could have expected,” says Owais of his experience with the Future Proof program. “I didn’t even realize all of the work that goes into digital marketing. Having someone focusing on such specific areas of the business was hugely educational and has left me with the resources I need to succeed.”

## Get Connected!



**Owais Khan**  
Founder, Ottawa Samosa

[ottawasamosa.com](http://ottawasamosa.com)

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