

Sofra Revolutionizes Home-Based Kitchens and Merchants with Innovative Platform

Connecting Passionate Cooks and Merchants with Eager Customers, Sofra Facilitates Increased Exposure and Revenue Growth

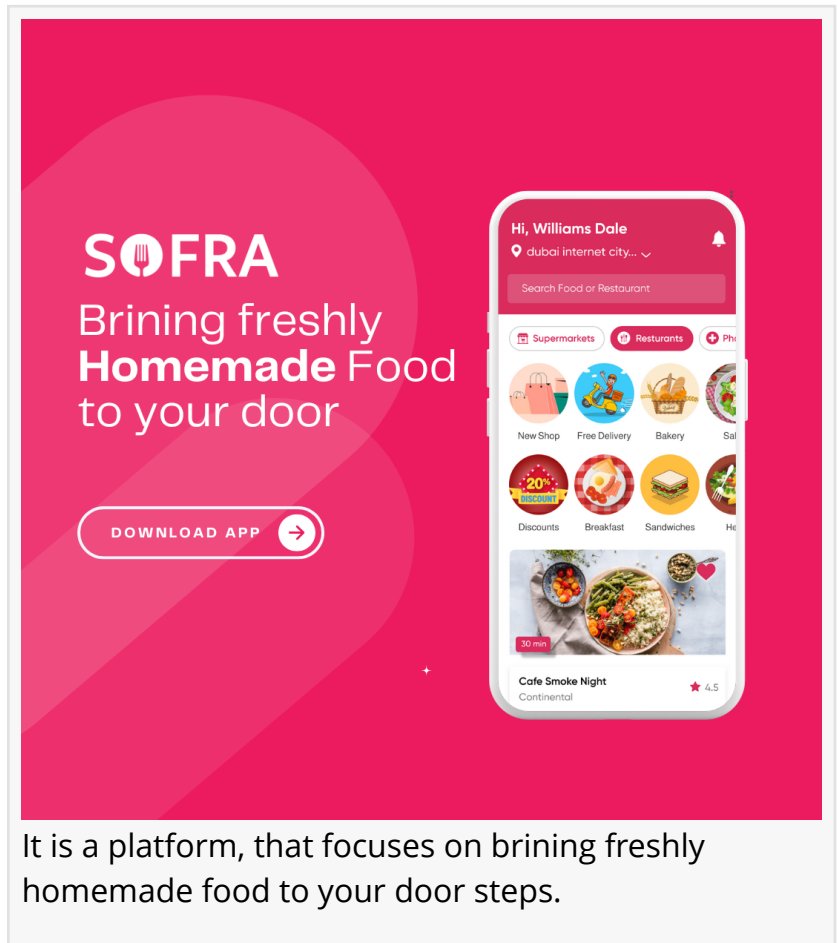
ABU DHABI, UNITED ARAB EMIRATES, July 4, 2024 /EINPresswire.com/ -- [Sofra](https://www.einpresswire.com/) is thrilled to announce the launch of its groundbreaking platform, designed to empower home-based kitchens and merchants by providing them with virtual shops to showcase their culinary talents and products. This innovative solution not only enhances their visibility to potential customers but also drives significant revenue growth.

Sofra bridges the gap between passionate home-based kitchen owners, merchants, and food enthusiasts seeking unique, high-quality meals and products. By offering an easy-to-use platform for these culinary entrepreneurs to open their virtual shops, Sofra facilitates a seamless connection to a broader customer base.

“At Sofra, we recognize the incredible potential of home-based kitchens and local merchants,” said Fatima Aldhaferi, Founder and CEO of Sofra. “Our platform is designed to provide these talented individuals with the tools they need to thrive in a competitive market. By handling all logistics through our trusted delivery partners, we allow our users to focus on what they do best—creating delicious and unique culinary experiences.”

Key Features of Sofra:

Virtual Shop Creation: Home-based kitchens and merchants can easily set up and manage their



The advertisement features a vibrant pink background with a large, semi-transparent white circle. On the left, the Sofra logo is displayed in white, with the tagline "Brining freshly Homemade Food to your door" below it. A white button with the text "DOWNLOAD APP" and a right-pointing arrow is positioned below the tagline. On the right, a smartphone screen displays the Sofra app interface. The app shows a user profile for "Hi, Williams Dale" in "dubai internet city...". Below the profile is a search bar labeled "Search Food or Restaurant". The main menu includes categories like "Supermarkets", "Restaurants", and "Pharmacies". A grid of food items is visible, including "New Shop", "Free Delivery", "Bakery", "Salads", "Discounts", "Breakfast", and "Sandwiches". A featured item, "Cafe Smoke Night", is shown with a 4.5-star rating and a 30-minute delivery time.

It is a platform, that focuses on brining freshly homemade food to your door steps.

virtual shops, showcasing their offerings to a wider audience.

Increased Exposure: Sofra's platform enhances the visibility of home-based culinary businesses, helping them attract more customers and grow their brand.

Revenue Growth: By reaching more potential clients, home-based kitchens and merchants can significantly boost their revenues.

Comprehensive Logistics: Sofra handles all delivery logistics through its reliable partners, ensuring a smooth and efficient experience for both sellers and customers.

Marketing Support: Sofra offers marketing tools and support to help home-based kitchens and merchants effectively promote their products.

User-Friendly App Features: The Sofra app offers a range of features to enhance the user experience, including:

“

Connecting Passionate Cooks and Merchants with Eager Customers, Sofra Facilitates Increased Exposure and Revenue Growth”

Fatima Aldhaferi,

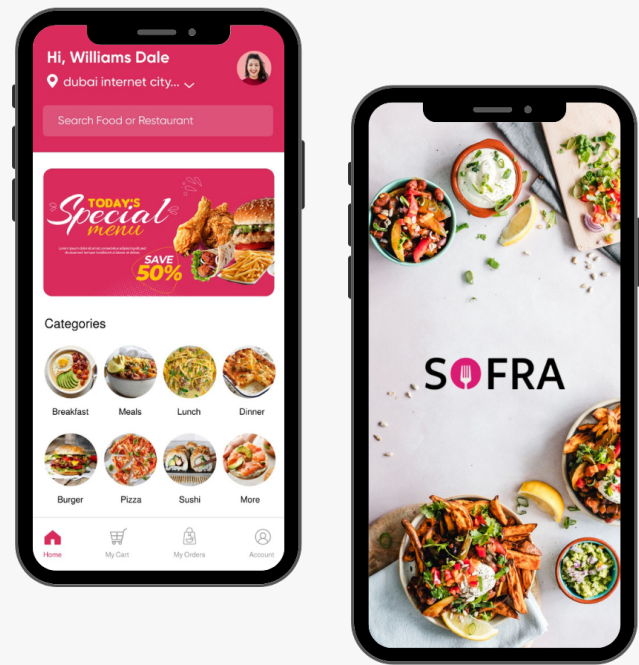
Order Tracking: Customers can track their orders in real-time from the kitchen to their doorstep.

Secure Payments: Multiple secure payment options ensure a smooth and safe transaction process.

Customizable Menus: Merchants can easily update and customize their menus to reflect their latest offerings.

Customer Reviews: A built-in review system allows customers to share their dining experiences and help others make informed choices.

Special Offers and Promotions: Merchants can create and promote special offers directly through the app, attracting more customers.



Sofra is a platform, that focuses on brining freshly homemade food to your door steps.

Sofra's mission is to create a thriving community where culinary passion meets opportunity. By connecting home-based kitchen owners and merchants with eager customers, Sofra fosters an environment where creativity and entrepreneurship can flourish.

For more information about Sofra and to explore the virtual shops of talented home-based kitchen owners and merchants, visit Sofra's Website.

Download the Sofra App:

[Download on the App Store](#)

[Get it on Google Play](#)

About Sofra: Sofra is a pioneering platform that empowers home-based kitchens and local merchants by enabling them to open virtual shops, increase their exposure to customers, and grow their revenues. By connecting passionate culinary entrepreneurs with potential clients and handling all logistics through trusted delivery partners, Sofra creates a seamless and rewarding experience for both sellers and customers.

SOFRA

SOFRA DELIVERY SERVICES

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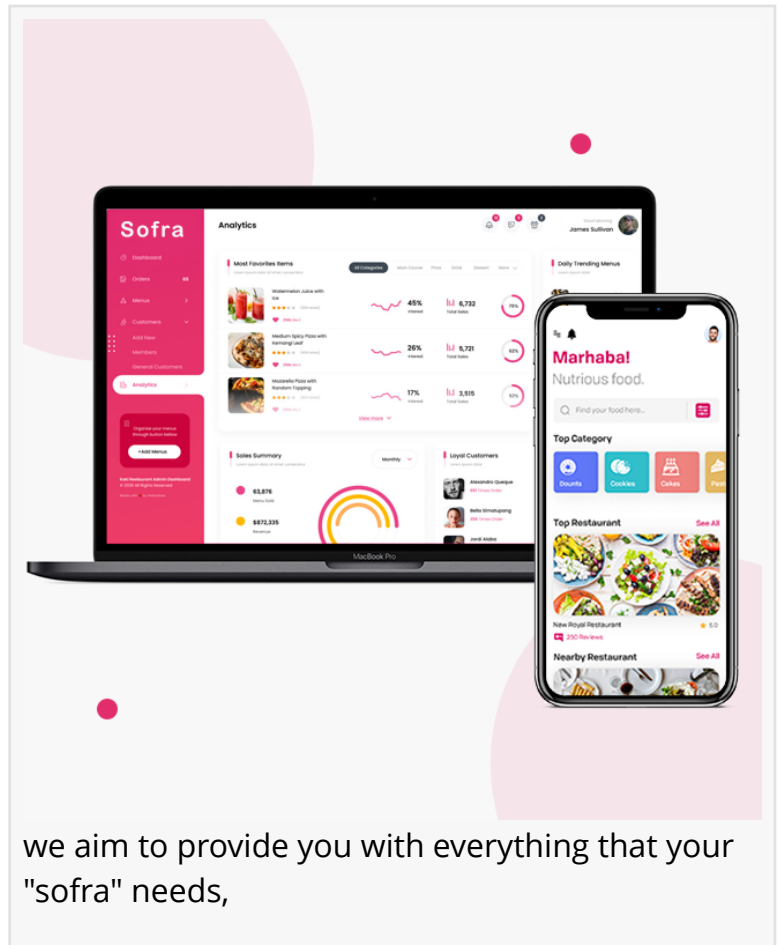
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