

CASE STUDY TOPIC:
WEBSITE DESIGN & PHOTOS

DEVELOP, COMPETE, CREATE, INSPIRE.

CLIENT:
INFINITE NUTRITION

DATE:
APRIL 2025



THE BRIEF

In 2025, Infinite Nutrition, a small nutrition business based in Birkenhead, Merseyside, contacted Strive Group regarding wanting to expand the business by integrating an online sales system, to avoid all sales coming through in store. With the ever-changing modern world of technology, it was important for Infinite Nutrition to set up a website to sell products digitally. The Strive Group firstly met with Phil, Owner and Founder of the company, to discuss the needs of his website, his digital integration including that to a secure checkout of Stripe including Klarna for split the cost, and much more.

THE SOLUTION

Strive Media built a full integrated website for the company to enable online payments, track stock, put together bundles and much more. Through the website, an automated checkout system was installed, including receipts, discounts applied and confirmation emails - which was very good for the company to enable orders from anywhere, at anytime.

Alongside building the website, Strive Media photographers visited the Infinite Nutrition HQ to photograph over 300 individual products, and uploaded them manually with sizes, flavours and options to the website, ready to sell.

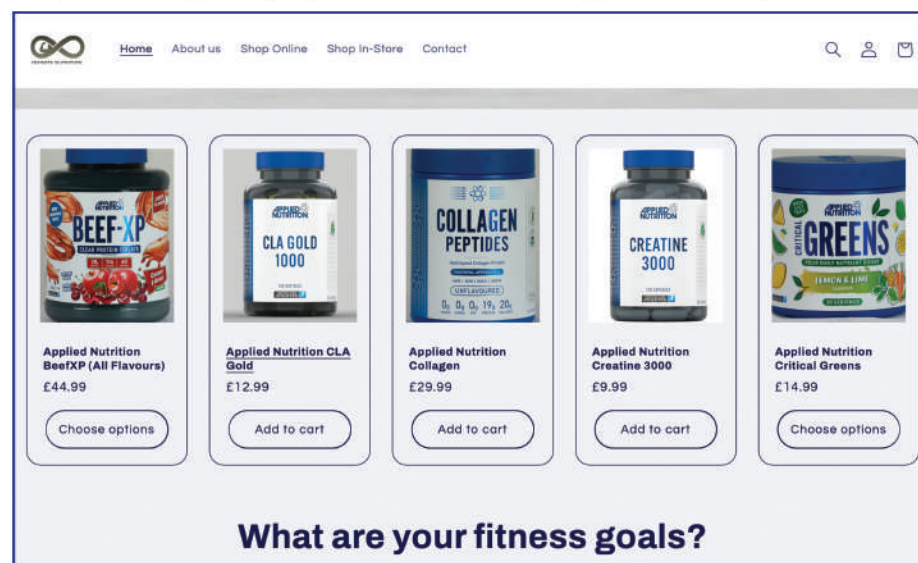
THE RESULTS

The results of the partnership between Infinite Nutrition and The Strive Group has always been positive, and this has been reflected within the website and the sales, which can be seen below:

- Fully integrated website with custom domain and 365 days a year Customer Service from the Strive Group
- Custom bundles and discount codes applied and ready for distribution dependant on sales
- Track stock, sales and more with reports which can be split into daily/weekly/monthly and annual reports
- Every product in stock photographed for the website and put into drive for the client for social media distribution
- Website published within the appropriate time scale and handed over to the client within time limits and budget

EXAMPLE WORK

Due to the nature of the work, the partnership between the Strive Group and Infinite Nutrition was a one-off project with the website build, however within the agreement contract at a low annual fee, Infinite Nutrition can turn to Strive Group 24 hours a day, 365 days a year for instant troubleshooting, addition of new products and much more.



INTERESTED IN OUR WORK?

If you are interested in our work, and want a free consultation with our Sales Team, contact us now on sales@strivegroup.uk, or on +44 (0)7436 360470.

