

Omie's Pizza

Heart Butte, MT



Nickolas Crawford started Omie's Pizza with the vision of creating a thriving restaurant in Heart Butte. He was inspired by his Grandmother Omie, who made pizza from a traditional fry bread recipe. From order-taking to pizza preparation, Nickolas handled every aspect of the business. As demand surged, the need for efficient online order processing became apparent.

Nickolas turned to the SBDC for help building and maintaining a website. He decided to attend the "Website in a Day Bootcamp" training. This one-day training addressed Nickolas's pressing need for an online ordering solution. Prior to this, Omie's Pizza solely relied on telephone orders, causing delays in the cooking and delivery process. Not only did Omie's Pizza participate in the full-day boot camp, but Business Advisor Rich Gannon also provided individualized guidance to Nickolas. After finalizations, the website was quickly launched and proved transformative, processing more than 300 online orders in the first month.

"It was rewarding to work with Nickolas as he added online ordering for his business. Guiding him through this digital transformation and seeing the tangible positive impact on his business operations was exciting," Rich stated.

Omie's Pizza holds a significant role within the Heart Butte community, serving as its exclusive restaurant option. The restaurant also plans to expand into Browning in late 2023 or early 2024. Omie's Pizza has transformed from a local eatery to an online-order-savvy restaurant, cementing its position as a community cornerstone.

"With the help of the SBDC I now have an awesome website, and my sales have increased at least 15%! Now I have a marketing platform that I can understand, a better accounting of my orders and inventory, which also helps my productivity."

Nickolas Crawford, Owner

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