

BUILDING A DIGITAL IDENTITY THAT SELLS BEFORE YOU SAY A WORD



BACKGROUND

Tropcey Holdings is a Sri Lanka-based exporter specialising in premium edible coconut products, bringing the finest natural produce from the island's lush coconut heartlands to tables across the globe. As a company deeply rooted in Sri Lanka's rich agricultural heritage, Tropcey Holdings set out with a clear mission - to position itself as a trusted and recognisable name in the international market for coconut-based goods.

CHALLENGE

Starting a business is one thing. Starting a business and immediately competing on a global stage is an entirely different beast. For Tropcey Holdings, the pressure wasn't just to have an online presence - it was to make a statement. Their target audience wasn't local; it was international buyers, distributors, and partners who had no shortage of choices and even less patience for a forgettable first impression.

The team at Tropcey Holdings knew that their product had a genuine story worth telling - one tied to Sri Lanka's identity as a tropical island nation synonymous with the coconut. What they needed was a website that could carry that story in a way that felt alive, immersive, and unmistakably theirs.

After exploring their options, they came to us at Fospertise with a specific vision: a creatively driven, story-telling homepage built around a coconut island concept - something that would stop a global client mid-scroll and make them feel the brand before they'd even read a word.



The website Fospertise built for us completely changed how we present ourselves to the world. From the very first scroll, it captures exactly who we are and what we stand for. We could be happier with the result.

Lakmal: Director of the company



THE SOLUTION

- ✓ **Fully interactive homepage experience** - built around an immersive, scroll-triggered and click-driven coconut island concept that guides the visitor through Tropcey's story in a way that feels more like a journey than a webpage
- ✓ **SEO and AEO optimised** - despite the complexity of the design, the website was built clean under the hood, ensuring strong visibility on search engines and readiness for AI-driven search experiences
- ✓ **Fast loading performance** - optimised assets and lean code means visitors aren't kept waiting, no matter where in the world they're browsing from
- ✓ **Fully responsive design** - the experience translates seamlessly across desktops, tablets, and mobile devices without losing any of its visual impact
- ✓ **Secured technologies** - the website was built with modern security standards in place, giving both the client and their visitors confidence in every interaction

THE ROI

- ✓ **Stronger first impressions** with international clients, leading to more meaningful early conversations and enquiries
- ✓ **A memorable brand identity online** that sets Tropcey apart from competitors in a crowded export market
- ✓ **Improved discoverability** through SEO foundations, increasing organic reach to relevant global audiences
- ✓ **Reduced bounce rates** attributed to an engaging, interactive homepage that keeps visitors exploring
- ✓ **A future-ready digital platform** that can scale alongside the business as it grows into new markets

ROLE AT FOSPERTISE

Our team didn't just build a website - we partnered with Tropcey Holdings to shape a digital identity from the ground up. Here's how we contributed across the board:

- ✓ **Conducted in-depth discovery sessions** to understand Tropcey's brand values, target audience, and long-term vision
- ✓ **Conceptualised and designed** the coconut island storytelling framework, translating a creative idea into a technically executable experience
- ✓ **Handled full-stack development**, bringing together interactive design and robust back-end structure
- ✓ **Carried out thorough SEO groundwork** during the build phase, not as an afterthought
- ✓ **Performed cross-device and cross-browser testing** to ensure a consistent, high-quality experience everywhere



Need a unique solution for your company? Let's discuss how we may help you streamline your business as well.



www.fospertise.com



info@fospertise.com



+1 (587) 400-9902

