

CASE STUDY

Bubbakoo's Burritos — Jonesboro, GA

How Growth Authority Built a \$1.7M/Year Operation from the Ground Up — Managed from Day One

ANNUAL REVENUE	GOOGLE RATING	EBITDA MARGIN
\$1.7M	4.5 ★	15–20%
Year-over-year volume	Strong community rating	Trending toward 20%

CLIENT OVERVIEW

Bubbakoo's Burritos is a fast-casual Mexican restaurant franchise known for its fresh, customizable burritos, bowls, and tacos. The Jonesboro, Georgia location at 2091 Mt. Zion Rd, Suite 300, Morrow, GA 30260 opened in January 2024 — with Growth Authority engaged as the management partner from the very first day of operations.

This engagement represents Growth Authority's full-scope capability: not just turning around an underperforming location, but building a high-performing restaurant operation from scratch.

Industry: Food & Beverage / Fast Casual Restaurant

Location: 2091 Mt. Zion Rd, Suite 300, Morrow, GA 30260

Engagement Start: January 2024 (Day One)

Management Partner: Shivam24 LLC DBA Growth Authority

THE CHALLENGE

Launching a new franchise location comes with a unique set of challenges that differ from a turnaround engagement. Growth Authority was tasked with building an entire operation from the ground up, including:

- **Zero operational history** — no existing staff, systems, or customer base to build upon
- **New market penetration** — establishing brand presence and trust in a competitive Jonesboro/Morrow dining market
- **Hiring and training** a full team from scratch to meet franchise standards

- **Building profitability quickly** — achieving strong EBITDA margins early in the location's lifecycle
 - **Sustaining quality and consistency** to earn and maintain strong customer ratings
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OUR APPROACH

As the management partner from day one, Growth Authority was responsible for every aspect of building and running a successful restaurant operation:

1. Launch Planning & Pre-Opening Execution

Growth Authority managed the full pre-opening process — coordinating with the franchisor, overseeing setup, hiring and onboarding staff, and ensuring all systems were in place for a strong grand opening.

2. Staff Recruitment & Training

We built the team from the ground up, recruiting qualified staff and delivering comprehensive training aligned with Bubbakoo's franchise standards. A culture of excellence and accountability was established from the very first day.

3. Operational Systems & Financial Discipline

Growth Authority implemented robust operational procedures, cost controls, and financial tracking systems that drove EBITDA margins to 15% — with the most recent months trending toward 20%. This level of profitability in the early years of a new franchise location reflects exceptional operational discipline.

4. Customer Experience & Reputation Building

From the very first customer, we prioritized service quality and guest satisfaction. Consistent execution of hospitality standards, proactive reputation management, and a focus on community engagement helped the location achieve and maintain a strong 4.5-star Google rating.

5. Revenue Growth & Volume Management

Through targeted local marketing, delivery platform optimization, catering outreach, and community-driven promotions, Growth Authority grew the Jonesboro location to an annual revenue run rate of \$1.7 million — a remarkable achievement for a location in its first two years of operation.

THE RESULTS

Since opening day in January 2024, Growth Authority has delivered outstanding results for the Jonesboro location:

- **\$1.7 million in annual revenue** — built from zero in under two years
- **EBITDA margin of 15%**, with recent months trending toward **20%**
- **4.5 Google star rating** — reflecting consistent quality and customer satisfaction

- Fully operational team built and trained from scratch
 - Strong, scalable operational foundation driving continued growth
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WHY THIS MATTERS

The Jonesboro engagement demonstrates Growth Authority's ability to do more than turn around struggling restaurants. We can build a thriving, profitable operation from the ground up — bringing the systems, expertise, and leadership needed to launch strong and scale efficiently.

Whether you're opening a new location or rescuing an underperformer, Growth Authority delivers measurable, lasting results.

"Growth Authority didn't just manage our restaurant — they built it. From day one, they had the systems, the team, and the vision to make it work."

Ready to launch or grow your restaurant? Contact Growth Authority today.

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