

CASE STUDY

Rocky's Bar and Grill LLC — Carrollton, GA

How Growth Authority Grew Revenue by 79%, Achieved a Near-Perfect Rating & Secured Renovation Financing

REVENUE GROWTH	GOOGLE RATING	FINANCING
+79%	4.3 → 4.9	SECURED
\$28K to \$50K/month	Near-perfect score	Active renovation funding

CLIENT OVERVIEW

Rocky's Bar and Grill LLC DBA Rocky's Bar and Grill is a full-service bar and grill located at 120 Columbia Dr, Carrollton, GA 30177. A beloved local establishment serving the Carrollton community, Rocky's offers a casual dining experience with a full bar, American cuisine, and a welcoming atmosphere. Despite its strong local reputation, the business had significant untapped potential when Growth Authority stepped in as management partner in May 2024.

Industry: Food & Beverage / Bar & Grill

Location: 120 Columbia Dr, Carrollton, GA 30177

Engagement Start: May 2024

Management Partner: Shivam24 LLC DBA Growth Authority

THE CHALLENGE

When Growth Authority assumed management in May 2024, Rocky's Bar and Grill faced several operational and financial hurdles:

- Monthly revenue was limited to **\$28,000/month** — well below the location's potential
 - Google rating of **4.3 stars**, leaving room to strengthen online reputation
 - The facility required significant **renovations** to modernize the space and enhance the guest experience
 - Limited access to capital was stalling growth and facility improvements
 - Operational systems needed restructuring to support sustainable revenue growth
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OUR APPROACH

Growth Authority deployed a multi-layered strategy addressing operations, customer experience, revenue growth, and capital access:

1. Operational Restructuring

We audited and restructured day-to-day operations at Rocky's, implementing new workflows for kitchen efficiency, bar service, and floor management. Clear SOPs were established to ensure consistent quality and service delivery across all shifts.

2. Staff Development & Service Excellence

We introduced a comprehensive staff training program focused on hospitality standards, upselling techniques, and customer engagement. Improved team performance directly contributed to the significant jump in Google ratings.

3. Reputation & Customer Experience

Through proactive reputation management, in-venue experience upgrades, and consistent follow-through on customer feedback, Rocky's Google rating climbed from 4.3 to an outstanding 4.9 stars — placing it among the top-rated dining establishments in the Carrollton area.

4. Revenue Growth Initiatives

Growth Authority launched targeted local marketing campaigns, optimized event hosting opportunities, enhanced the bar program, and grew delivery and takeout channels — driving average monthly revenue from \$28,000 to \$50,000.

5. Renovation Financing

Recognizing that physical renovations were critical to long-term growth, Growth Authority went beyond operational management by securing financing for the ongoing renovation project. This capital injection is enabling Rocky's to modernize its facility, improve the guest experience, and position itself for continued revenue growth well into the future.

THE RESULTS

Since Growth Authority took over management in May 2024, Rocky's Bar and Grill has achieved outstanding results:

- **Revenue grew 79%** — from \$28,000/month to an average of **\$50,000/month**
 - **Google rating jumped from 4.3 to 4.9 stars** — a near-perfect community reputation
 - **Renovation financing secured** — actively funding facility modernization
 - Improved operational consistency and staff performance across all shifts
 - Stronger brand presence and customer loyalty in the Carrollton market
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"Growth Authority brought the expertise, systems, and financing that Rocky's needed to reach the next level."

Ready to grow your restaurant? Contact Growth Authority today.

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