

CASE STUDY

Bubbakoo's Burritos — Stockbridge, GA

How Growth Authority Doubled Revenue & Transformed Operations in Under 7 Months

REVENUE GROWTH	GOOGLE RATING	EBITDA INCREASE
2X	3.9 → 4.4	8% → 21%
\$40K to \$80K/month	In under 7 months	163% improvement

CLIENT OVERVIEW

Bubbakoo's Burritos is a fast-casual Mexican restaurant franchise located in Stockbridge, Georgia. Known for its fresh, customizable burritos and bowls, the location serves a growing suburban community with high foot traffic potential. Despite a strong brand and loyal customer base, the Stockbridge location was significantly underperforming relative to its market opportunity when Growth Authority stepped in.

Industry: Food & Beverage / Fast Casual Restaurant

Location: Stockbridge, Georgia

Engagement Start: March 2025

Management Partner: Shivam24 LLC DBA Growth Authority

THE CHALLENGE

When Growth Authority took over management in March 2025, the Stockbridge location faced several critical operational and financial challenges:

- Monthly revenue was stagnant at **\$40,000/month** — well below its potential
 - Google rating of **3.9 stars** was dampening new customer acquisition
 - **EBITDA margin of only 8%** left little room for growth or reinvestment
 - Operational inefficiencies were eroding profitability and customer experience
 - Staff performance and service consistency needed significant improvement
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OUR APPROACH

Growth Authority implemented a comprehensive operational turnaround strategy focused on four key pillars:

1. Operational Efficiency Overhaul

We conducted a full audit of day-to-day operations, identifying waste, redundancies, and workflow bottlenecks. New standard operating procedures were implemented to streamline food preparation, order fulfillment, and shift management.

2. Staff Training & Culture

We invested in comprehensive staff training programs focused on customer service excellence, food safety, and speed of service. Building a culture of accountability and pride in the workplace led to measurable improvements in team performance and retention.

3. Customer Experience & Reputation Management

A dedicated focus on customer satisfaction drove the Google rating from 3.9 to 4.4 stars. We implemented a proactive review response strategy, in-store experience improvements, and customer feedback loops to continuously raise service standards.

4. Revenue Growth Strategy

Through targeted local marketing initiatives, optimized delivery platform presence, catering outreach, and promotional campaigns, we systematically grew monthly revenue — doubling it within 6-7 months of taking over.

THE RESULTS

Within just 6–7 months of Growth Authority's management, the Stockbridge location achieved remarkable results:

- **Revenue doubled** from \$40,000/month to **\$80,000/month**
- **Google rating improved** from 3.9 to **4.4 stars** — boosting visibility and new customer trust
- **EBITDA grew from 8% to 21%** — a 163% improvement in profitability margin
- Significantly improved staff morale, retention, and operational consistency
- Established a scalable operational foundation for continued long-term growth

*"Growth Authority didn't just manage the restaurant — they transformed it.
The results speak for themselves."*

Ready to transform your restaurant? Contact Growth Authority today.

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