

CASE STUDY

The Kebab Shop

How a business scaled
from four to 27 locations
with connected tools
from Square



Square's connected solutions are the engine for high-growth businesses.

About The Kebab Shop

The Kebab Shop is a Mediterranean fast casual concept that first opened in San Diego, CA in 2008. Following huge success in their home town, The Kebab Shop began expanding. They adopted Square in 2015 to lessen the burden of their administrative operations across locations, enabling them to scale from seven to 15 locations by the beginning of 2020.

As a result of their ability to adapt quickly at the onset of the pandemic, The Kebab Shop not only maintained a healthy volume of business with online ordering and delivery from Square, but opened an additional seven locations in two states. Now, The Kebab Shop is on track to have 27 locations by the end of 2021, processing more than two million transactions annually.

THE KEBAB SHOP AT A GLANCE

27 locations

across California and Texas

2MM+

transactions annually

350% growth

of online sales 2020 - 2021





Products and High-level Outcomes

Square underpins The Kebab Shop's growth with:

- Website powered by Square Online, enabling streamlined first-party ordering, fast adaptation and growth of new business during COVID
- Square On-Demand Delivery with order fulfillment via Uber and DoorDash
- Square Directory, providing a unified customer dataset and actionable insights that grow revenue
- Square for Restaurants with POS and KDS hardware, reducing staff training time by more than 75%, eliminating outages, and enabling real-time updates to products and pricing in distinct geo markets

"Square has helped simplify things for us, from training to daily operations to efficiency... Everything is integrated. We see the same information everywhere we look."

— Omar Nazihi, VP Operations





Scaling from Seven to 27 Locations with Square

After years using a legacy POS and piecemeal operations solutions, The Kebab Shop adopted Square to unify their POS and other business tools. With Square's scalable ecosystem underpinning their operations during periods of high growth, the business was able to easily multiply several times over.

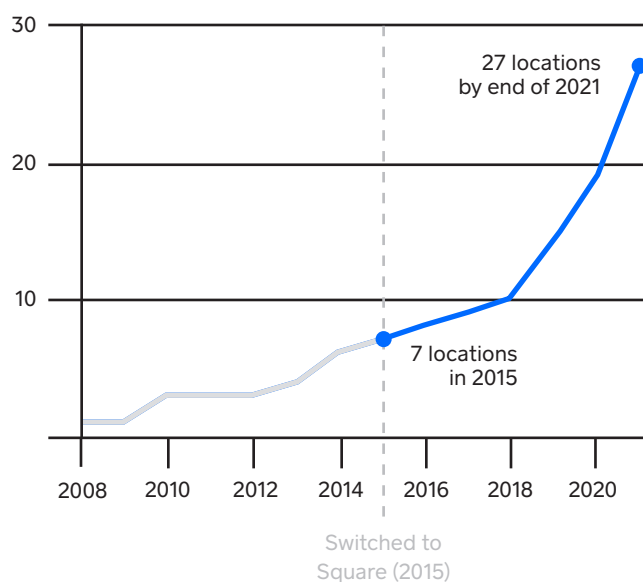
"Customers are able to order as soon as we have an internet connection. It's allowed us to scale without having to start from scratch every time we open a new location."

— Omar Nazihi, VP Operations

"The reporting and analytics tools that Square offers is something we rely on to direct business decisions... How we're going to grow, or where we're going to grow, the information we pull from Square always feeds into those decisions."

— Arian Baryalai, CEO

KEBAB SHOP LOCATION GROWTH





Better Economics and Customer Experience with Square Online and On-Demand Delivery

“We were really excited to be able to roll out delivery on our own platform using Square. We don’t have to pay the same commissions that we do to the third-party companies, we can keep that [revenue] for ourselves, and we can control that customer relationship... Square really enables us to get much closer to our customers.”

“Online orders have gone from 10% to close to 45% of total sales, and we wouldn’t have been able to do that if we hadn’t already rolled out online ordering through Square. It’s so seamless and easy to use, it’s almost like a conversation that we’re having with the customers... that’s what’s made online ordering really successful for us.”

— Arian Baryalai, CEO

SQUARE ON-DEMAND DELIVERY

\$50 customer order



\$3.60

processing
and dispatch
fee

3RD PARTY DELIVERY MARKETPLACE

\$50 customer order



\$15

delivery
marketplace
commission
(~30%)



Unified Data Fueling Smarter Business Decisions

“We don’t need to use four or five different companies or apps to achieve one goal. That’s what’s nice about Square: It’s an entire ecosystem for us... Our Square point-of-sale data, customer behavior, their purchasing history, and then our marketing and loyalty—to have all of that communicating is essential for us to be able to achieve our goals.”

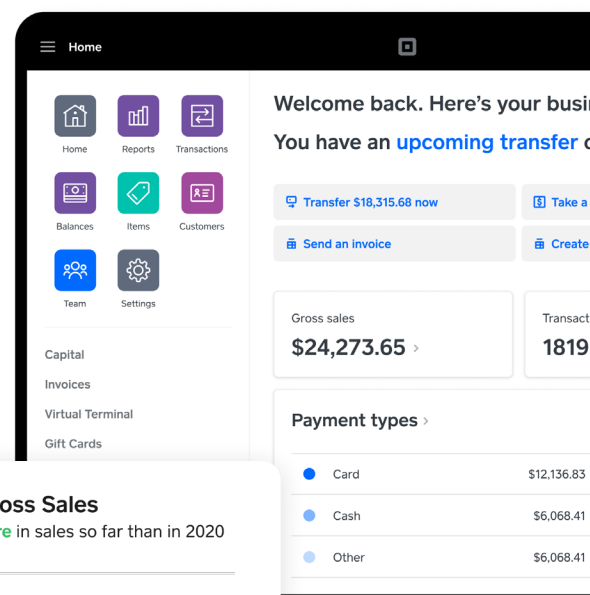
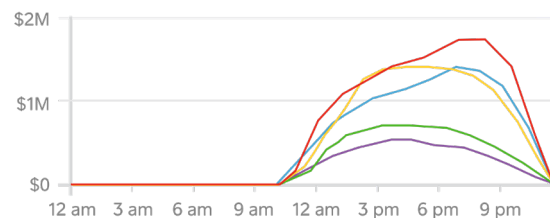
— Wally Sadat, CMO

“The reports that Square provides give us much more meaningful data we can use to make decisions... Square is really instrumental in what we do.”

— Arian Baryalai, CEO

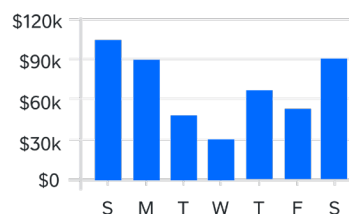
Top 5 Categories: Gross Sales

● Wrap ● Box ● Plate ● Specialty ● Sides



Weekly Gross Sales

+593.20% more in sales so far than in 2020





The Kebab Shop uses scalable, connected tools from Square to fuel growth and build deeper customer relationships.

Talk to us about a customized solution for your business. Contact your Sales representative or visit square.com/enterprise.

Square makes big business better.

Managed payments | Commerce platform | Unified data



SQUARE.COM