

DOPE BURGER

Case study: Dope Eats Take-away / Restaurant App

apps4U

The best thing in life is when your passion gets translated into success. Seeing your idea grow and develop is something beautiful. Oliver Johnson has done just that and we're proud to be part of that story.

Oliver Johnson started working in professional kitchens at just 14 years old.

He went on to train as a pastry chef and in 2010 without funding but with his entrepreneurial spirit and passion for food, Ollie launches Dope Deserts from a makeshift market stall in Hull.

2014 sees Ollie launch the Dope Burger takeaway concept. He specialised in gourmet burgers with a unique street food style, fueled with his passion for amazing tasting fresh food all locally sourced.

Dope Burger was an instant hit with a large following, and has since opened an additional two takeaways in the city. But Ollie doesn't stop there! In 2016 Wagwan Chicken was born, offering jerk chicken and Caribbean styled street food. The menu included fried chicken

burgers, curry, wings and their famous Caribbean Banjansas!

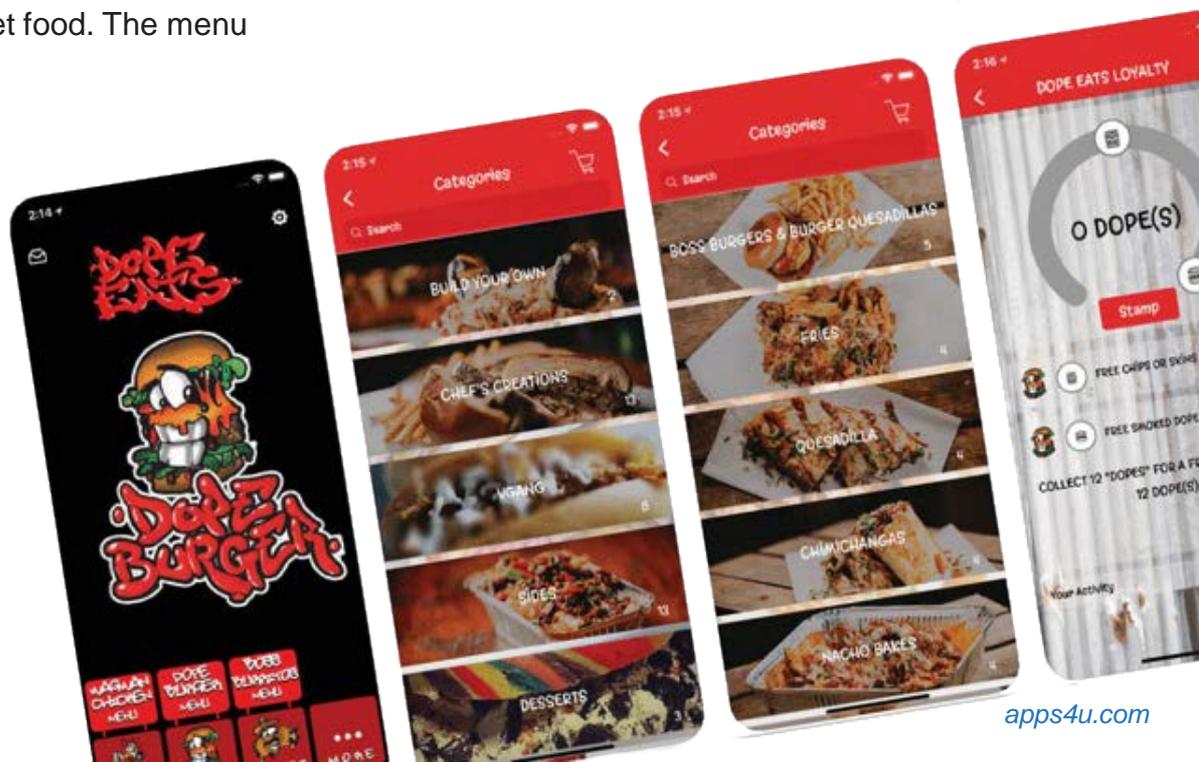
Oliver's business was a huge success with the customers

(check out his Instagram page [DopeEats](#) and you'll see why). But he made a decision to make his customers' experience even better. He opted for his own [mobile ordering app](#).

Earlier this year we were delighted to be approached by Ollie. **We worked with him on developing his next new concept, Dope Eats the app!** Bringing his brands together and allowing his customers to order online and gain customer loyalty points, "Dopes" along the way.



Download the app!



Why choose Apps4U and why have your own app?

“Apps4U have been great, they made it very simple, delivering an all-in-one solution with the printers and tablets for each shop, they even sent us posters to help us launch. I can thoroughly recommend Apps4U - amazing app design and functionality, and ongoing support. The guys have been #DOPE! That’s the only word for it!”



Ollie Johnson

What benefits did Dope Burger see from our app?

“We got off to a great start with the new app with over 1,000+ downloads on the first day it launched and we’re growing constantly. With no commission for us to pay on orders, it makes great business sense to have your own dedicated app.”

What would you recommend to fellow small business owners?

“If your business doesn’t have it’s own app yet, you’re missing a trick, build your brand and your business on your own terms. I’ve always been independent and I love the freedom of doing things my way. Our online sales are increasing constantly and if you don’t want a slice of the growing online market your competitors, like me, will be happy to take it off you! “



What is your favorite functionality of the app?

“Having your own app lets you set the pricing, the promotions and best of all it’s commission free, this isn’t the same with the leading food ordering platforms out there. “

In spite of the ever-growing presence of brands in the mobile world, having your own mobile app can differentiate you from the crowd. Specifically, mobile ordering apps have become a huge trend due to their success rate. They facilitate the ordering process, build customer loyalty, and bring new revenues and social media benefits to your business too!

We at Apps4U strongly believe that any business can benefit from having a mobile app, and we are just one call away!
Schedule your free consultation today!

CALL: 01243 888108



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