

Case Study

Crush Taco is Growing and Streamlining Operations with the Proper POS Tools



When Mo Assi opened Crush Taco in 2016, he did it with vision and purpose. After sharpening his culinary skills at various highend steakhouses across the Dallas, TX area, plus serving stints in regional steakhouses across the US, Mo was ready to step out on his own. After 15 years, Mo was ready to build his own brand with eyes on national expansion.

Crush Taco is a fast casual concept based on contemporary cuisine. Signature items include cornflake crusted shrimp, buffalo chicken and fish tacos. Calling it a modern taco shop, Mo describes his tacos as Texas-style with Latin influence – combining big flavors with shredded cheese, refried beans and fresh vegetables. Mo believes that big, scalable brands always have standard operating procedures that help build an efficient operation. For Mo, this started with his recipe book and POS system.

Challenge

Mo had an idea of what he wanted in a [point of sale system](#) based on ones he used in other restaurants. He was looking for something that was heavy duty and rugged that could take the punishment in a high volume fast casual restaurant. He also wanted a system that would grow with Crush Taco as it scaled, leveraging technology that would evolve and improve over time.



Customer

Crush Taco

Challenge

Select a POS system to support a single location, setting a solid foundation to franchise and grow a national brand.

Results

Crush Taco chose the HungerRush® POS system because of its detailed reporting module, and its adaptability to support changing customer trends like online ordering and third-party delivery services.



The POS system had to be easy for the staff to learn and use. He didn't want anything to slow down Crush Taco's ordering process or impact the customer experience. A reporting fanatic, Mo demanded a system that could provide [detailed analysis](#) of the sales, labor and product mix his restaurant was producing. He also wanted a system that could embrace changing customer trends such as the movement of [online ordering](#) and third-party delivery services.

Mo had not heard of HungerRush when he began the search for a POS, but luckily his business partner had. After [receiving a demo](#) of the system and performing their own research, they were immediately convinced.

The Results

For Crush Taco, generating detailed reports from the HungerRush POS system was a must-have. Mo and his staff receive daily and monthly sales reports and labor reports. That information is transferred into the QuickBooks accounting system, where a rolling Profit and Loss (P&L) report is kept for the year. Believing that nothing happens by accident, Crush Taco demands clarity on sales information and uses this in their strategic planning.

According to Mo, "It's not good enough to just think you are busier this year than you were last year. I want to know things like how many shrimp tacos we sold in the past three months and the inventory purchased to fulfill those orders. Once I know that,

I can dial in my shrimp costs and run a more profitable business. The HungerRush reporting system allows us to do that."

To keep up with a growing industry trend, Crush Taco has expanded into online ordering and third-party delivery services. With help from HungerRush, the restaurant built an [online ordering platform](#) as part of Crush's website along with a [custom, branded mobile ordering app](#) for iOS and Android mobile devices. Crush Taco customers can be sure that their personal information is secure, and that orders placed are ready for pick up at the customer's leisure. Mo says,

"Once we introduced online ordering, we saw an immediate increase in sales. Now busy parents getting off work can place an order, run into Crush Taco, and be out the door with a secure transaction in less than a minute. We have the food ready for them sitting on the counter."

Online orders also provide Crush Taco with a buffer in food preparation. It's common for a customer to place an order at 10 am for an 11:30 am pickup. Mo loves the fact that he has more than an hour to prepare and the customer loves not having to wait for their order. A year after launching their integrated online ordering solution with the point of sale, Crush Taco introduced third-party delivery services and saw another boost in sales. Online ordering either for carry out or delivery accounts for 40% of sales and continues to grow.



Summary

Four years after opening their doors, Crush Taco is flying high. Sales are growing, customers love the tacos and Mo is looking to expand. New franchising information on the restaurant's website speaks to the benefits of a strong operating model and systematized business structure, supported by an experienced management team. Mo credits the HungerRush POS system as technology that has steered Crush Taco's success. "Installing the

HungerRush POS system has been a great choice", says Mo. He also stated, "It's given me the visibility into the business that I need to make good decisions. As we have implemented online ordering, third party delivery services and a new catering service, we have found that it is an adaptable platform that can scale and grow with us which keeps Crush Taco moving forward to bigger and better things."

Request a Demo



HungerRush helps restaurants compete in the toughest business on earth. Options are abundant. Loyalty is hard to get. And preferences are changing fast. Our integrated restaurant management system helps you master operational efficiency, create awesome guest experiences with ease, and squeeze customer data for every last drop of insight. All so you can focus on doing what you love: serving great food.

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