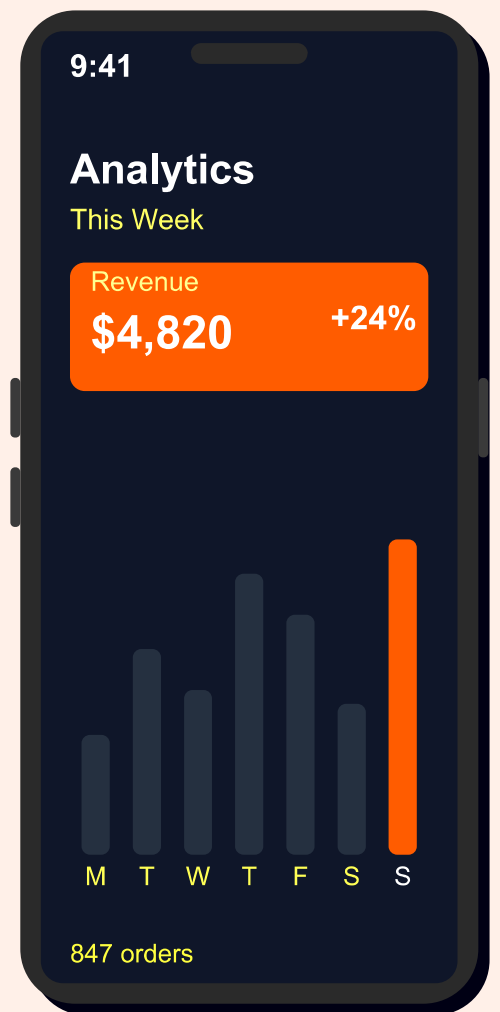


# 10 Ways a Custom App Doubles Your Restaurant Revenue.

A strategic blueprint for independent restaurant owners ready to stop paying commissions and start owning their growth.



# The Core Philosophy

Restaurant owners are trapped in a vicious cycle. The platforms that bring you volume are **systematically stripping away your two most valuable assets: your revenue and your customer relationships.**

Every order on DoorDash is a transaction where the platform profits twice. Once from your 30% commission. And again from your customer data, which they use to market your competitors back to your own guests.

**A custom app is not a digital menu.** It is an owned conversion engine that works for you 24 hours a day.

Here are the **10 concrete, compounding ways** owning your app transforms your restaurant's net margins permanently.

- Third-party platforms**
- x 30% commission per order
  - x Platform owns customer data
  - x Pay fees just to rank visible
  - x No access to your guest data

- Your custom app**
- v Zero commission. Keep it all.
  - v Full customer data ownership
  - v Closed branded ecosystem
  - v Push, loyalty, analytics yours.

**30%**

of every order.  
Silently. Monthly.

# Eradicating the 30% Commission Tax.

# \$3,000

taken from your restaurant every month.

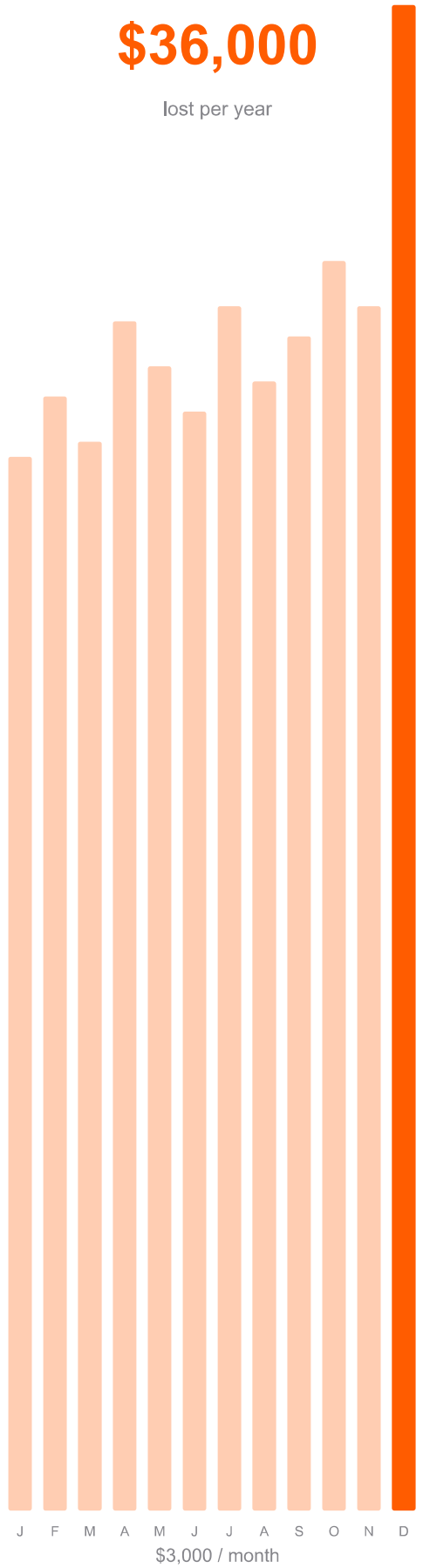
On \$10,000 monthly revenue via third-party apps.

That is \$36,000 a year. Enough for a full renovation, a team salary, or compounding capital that should grow inside your business. Instead, it funds the platform that lists you next to your competitors.

**Routing loyal customers to your own app recovers that \$3,000 from month one. No new marketing spend required.**

## \$36,000

lost per year



# Own Customer Data for Direct Re-Marketing.

*DoorDash knows your best customers better than you do.*

When someone orders via a third-party platform, every piece of their data belongs to the platform. Their order history, preferences, visit frequency. You see a deposit. They see a detailed customer profile they can remarket to indefinitely, including to your competitors.

Your custom app captures full customer profiles from order one. You know who orders every Thursday, who prefers your weekend brunch, and who has not ordered in 30 days.

#### Full CRM ownership

Names, order history, frequency, preferences.

#### Customer segmentation

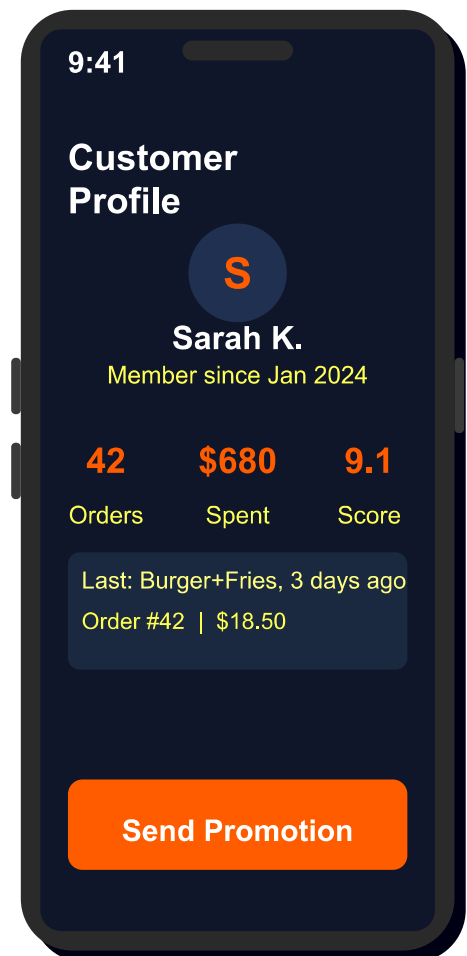
Filter by visit date, spend level, or dish.

#### Dormant guest alerts

Auto-flag customers inactive for 30+ days.

#### Order history analytics

Know exactly what your regulars love.



*Your CRM. Your data.*

# Loyalty Programs That Compound Like Interest.

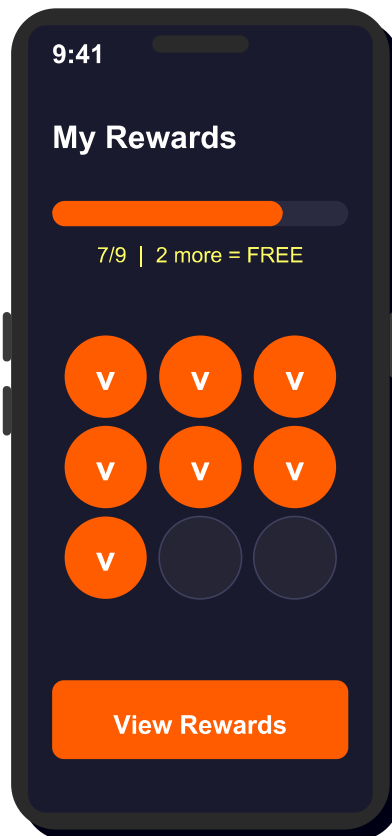
"Buy 9 coffees, get the 10th free."

**+35%**

repeat visit frequency increase with loyalty apps

**+95%**

profit boost from just 5% more retention



Once a customer has **7/9 stamps**, they choose you to protect their progress.

Retention always beats acquisition in cost and lifetime value. Every time.

Built-in loyalty programmes do something third-party platforms can never replicate: they make returning feel like *winning*. Digital stamp cards increase repeat visit frequency by over 35%, transforming one-time customers into habitual guests. Your app makes this effortless and runs automatically.

# Zero-Cost Push Notifications.

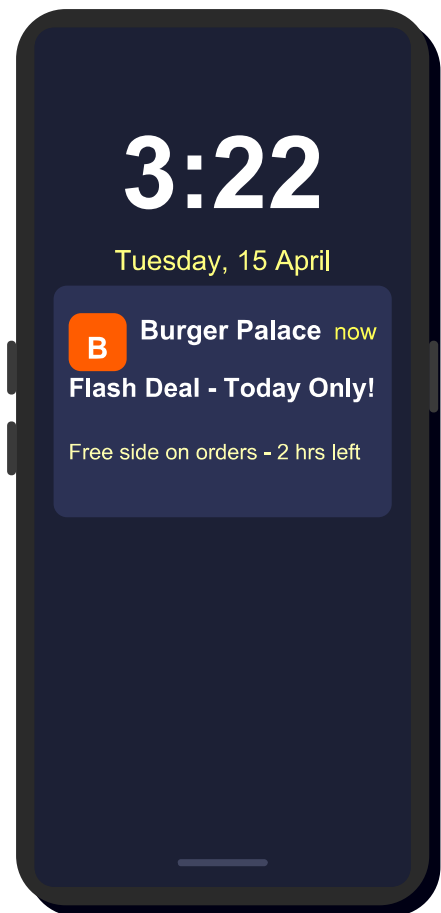
# \$0.00

**per push notification.**

To your entire customer base. Every time.

Stop fighting the Instagram algorithm. Stop paying for local ads that cost more than the order is worth. Push notifications from your own app land directly on your customer's lock screen. Instantly. Free.

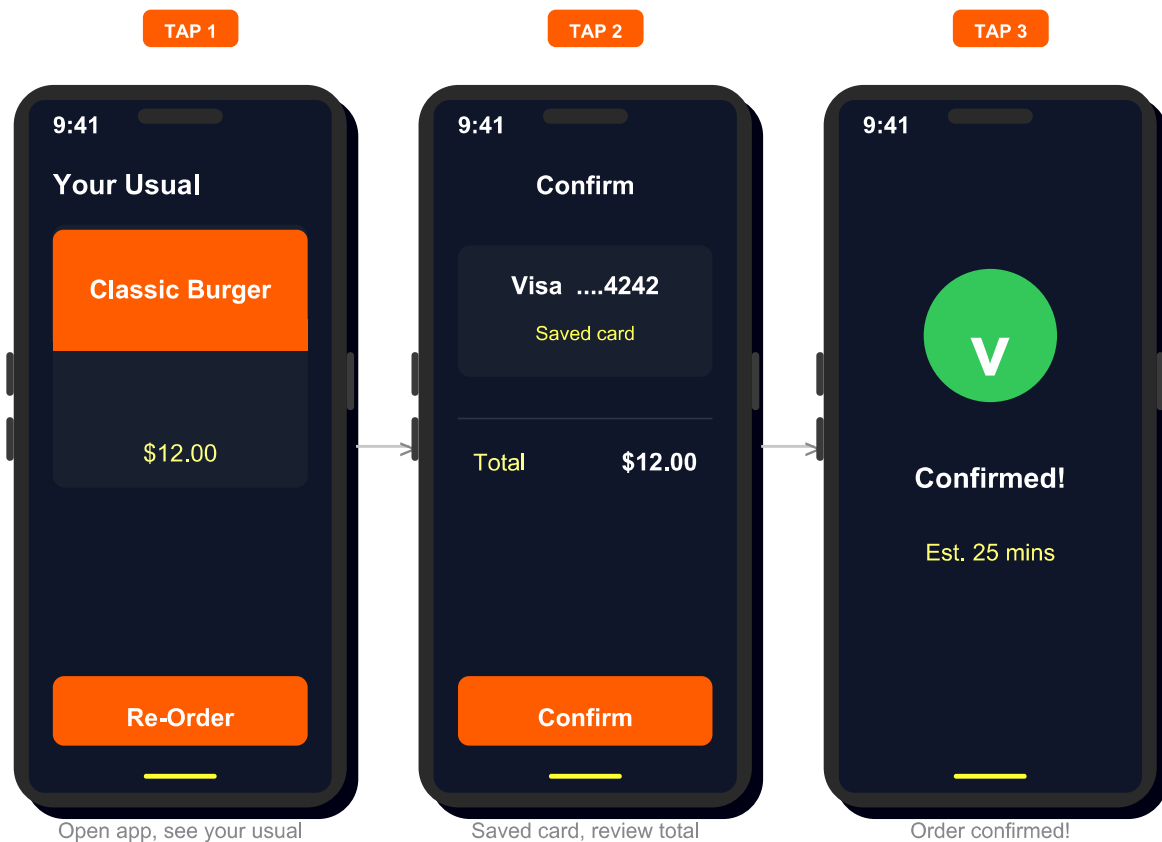
**Slow Tuesday at 3pm?** Send: "Flash Deal, free side on all orders for the next 2 hours." Target customers within 5km. Drive instant foot traffic. Cost: \$0.00.



# Seamless One-Tap Ordering.

3 taps from opening the app to a confirmed order.

Friction kills conversions. Cart abandonment in food apps averages **70%** when checkout is complex. With Stripe integration, customers save their card once. Re-ordering takes three taps. Convenience is addictive.



A customer who re-ordered once in three taps will do it again. And again. Removing friction from repeat purchases is the single most undervalued feature in restaurant technology.

# Visual Upselling and Smart Modifiers.

Third-party apps restrict how you present your food. Add-ons are buried in text. Photography is compressed. You are losing **15-20% of potential order value** to poor presentation every day.

Your app gives you full creative control. High-resolution photography for every modifier. A customer sees a golden, glistening image of the premium cheese upgrade. That visual moment converts.

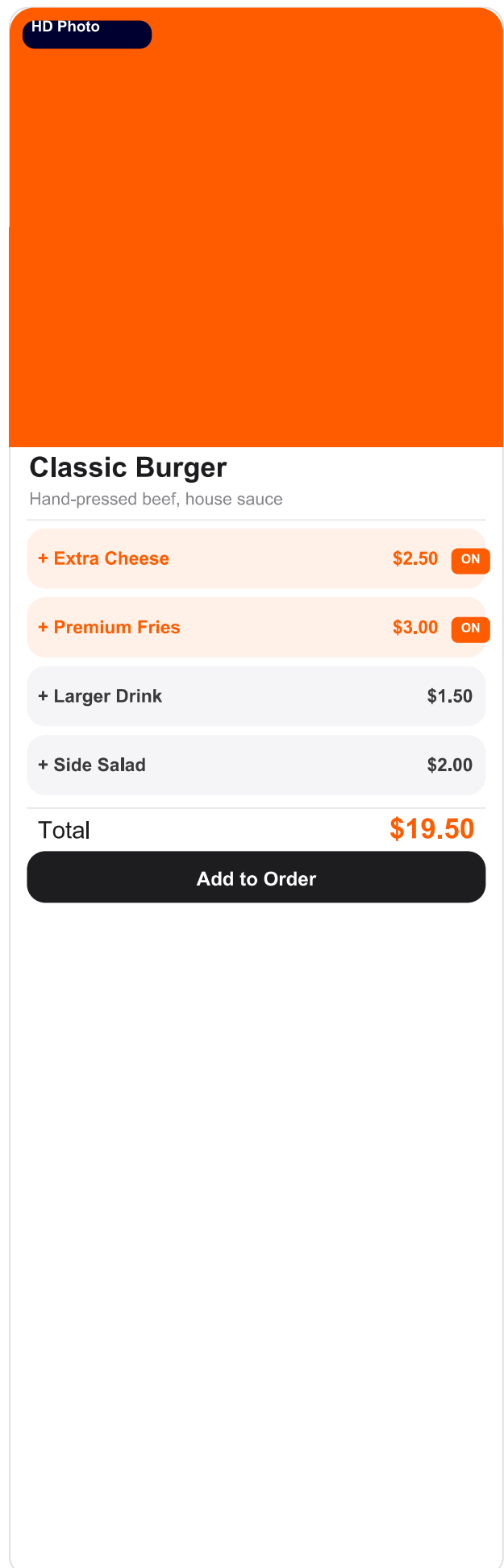
**+18%** **\$19.50** **3x**

avg. order value

vs \$12 base

more add-ons clicked

A mouth-watering photo converts at a rate no text ever will. This is the fastest way to increase average order value with zero additional marketing cost.



# In-App Reservations and Smart Waitlists.

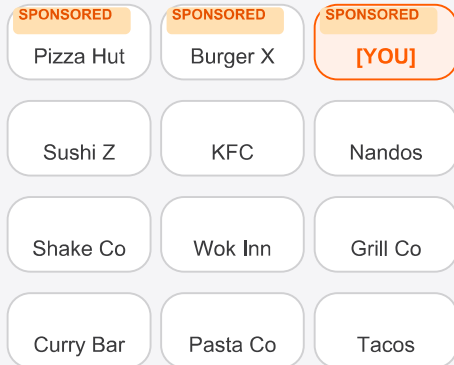
*Stop paying per-seat fees. Your busiest nights should be your most profitable.*

OpenTable / Resy	Your Custom App
<b>\$1 - \$10</b> per cover	<b>\$0</b> per cover, Forever.
<b>Up to \$2,000</b> 200-cover Friday night	<b>\$0</b> 200-cover Friday night
<b>\$24,000+</b> annual reservation fees	<b>\$0</b> annual reservation cost
<b>Your guests</b> re-marketed to rivals	<b>Your guests</b> stay in your ecosystem
<b>Zero data</b> returned to you	<b>Full data</b> every visit, every order

Guests join the waitlist from their couch and receive a push notification the moment their table is ready. No lobby crowding. No per-cover fees. No dependency on a platform that also lists your competitors.

## On DoorDash

You are one of many.



+ 40 more restaurants

You pay commission **AND** marketing fees just to appear on the same screen as your rivals.

WAY 08

## In Your App

# YOU.

**are the only choice.**

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A closed, fully branded ecosystem. Every pixel reinforces your identity. Every experience builds your relationship. You stop renting shelf space. You own the entire store.

# Actionable Analytics and Demand Forecasting.

*Stop guessing. Start knowing.*

Without direct data ownership, you are flying blind. Aggregators know which of your items sell at 7pm on Thursdays, which customers have gone dormant, and which promotions drove your highest-value guests.

**847 orders this week**

Up 12% on last week

**\$4,820 revenue**

Up 24% on last week

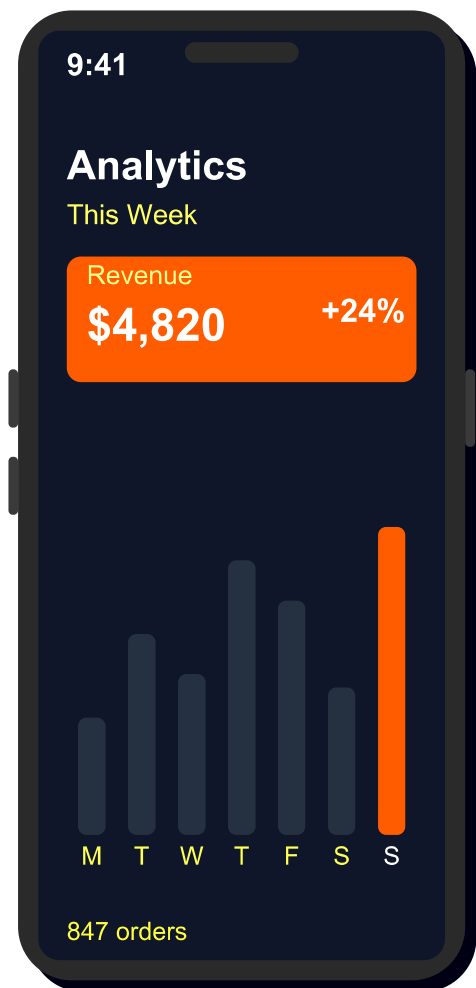
**30 dormant guests**

Auto-flagged for re-engagement today

**94% on-time rate**

Delivery performance this week

Reduce waste scientifically. Staff correctly. Run promotions that convert because you have the data.



*Live. Real-time.*

~~neighborhood spot~~

# EMPIRE.

## That is what your app signals.

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Having an exclusive iOS and Android app establishes dominating market authority. It shifts your restaurant from a commodity to a **destination**. It justifies premium pricing and attracts higher-value customers.

Customers who use a beautifully designed, branded app feel like **members**, not buyers. Membership creates the kind of loyalty that no amount of third-party visibility can manufacture.

- Before Listed among 40+ rivals on aggregator platforms
- Before 0% of customer data belongs to you
- Before Competing on price, not brand identity
- After Closed ecosystem, you are the only choice
- After Full CRM, loyalty, analytics, push notifications
- After Premium brand that commands premium pricing

# You have the blueprint. Now comes execution.

You could spend \$80,000 on a development agency that disappears after delivery. You could spend 12 months managing freelancers. Or you could work with **Labs Carnama**.

## WHAT WE DELIVER

- ✓ Production-ready Flutter apps for iOS and Android
- ✓ Custom CRM, loyalty programs and push notifications built in from day one
- ✓ Stripe payments integration, one-tap ordering ready at launch
- ✓ Full App Store and Google Play submission handled for you
- ✓ Zero royalty fees. Zero revenue splits. You own everything.

### Book a Free Strategy Call

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15 minutes. No pressure.  
Just pure strategy.

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live app demos.

### Email Us Directly

[hello@labs.carnama.online](mailto:hello@labs.carnama.online)

We respond within  
24 hours.

*"We Build Digital Empires for Independent Restaurants."*

*"Your App. Your Data. Your Revenue."*

*"Stop Renting Your Audience. Start Owning It."*