Kebap Time: Restaurant Revitalization Case Study

A data-driven approach to revitalizing a traditional kebab restaurant in challenging market conditions

Market Context: Restaurant Industry Challenges

1

Industry Decline

13% decrease in restaurant visits (2024 vs. 2019)

1.7% sales decline in full-service restaurants due to inflation, increased VAT rates, and rising operational costs

2

Changing Consumer Behavior

Increased price sensitivity among diners

Growing preference for healthier options and international cuisines

Shift toward delivery-focused models

3

Growth Potential

Germany foodservice market projected to grow from $96.08B (2023) to $183.55B (2030)

9.69% CAGR despite current challenges

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Kebap Time: Situation Analysis

Restaurant Profile

- Full-service Turkish kebab restaurant in Kaiserslautern
- Known for fresh ingredients and moderate pricing
- Strong rating (4.7/5 from 556 Google reviews)
- Both dine-in and takeout service options

Key Challenges

- Declining dine-in traffic
- Strong local competition
- Limited menu variety
- Operational inefficiencies

Research Methodology

Customer & Staff Surveys

- 100 customer surveys via Google Forms and in-person
- 10 staff interviews about operational challenges

Industry Analysis

- Reports from IBISWorld, Mintel, Fortune Business Insights
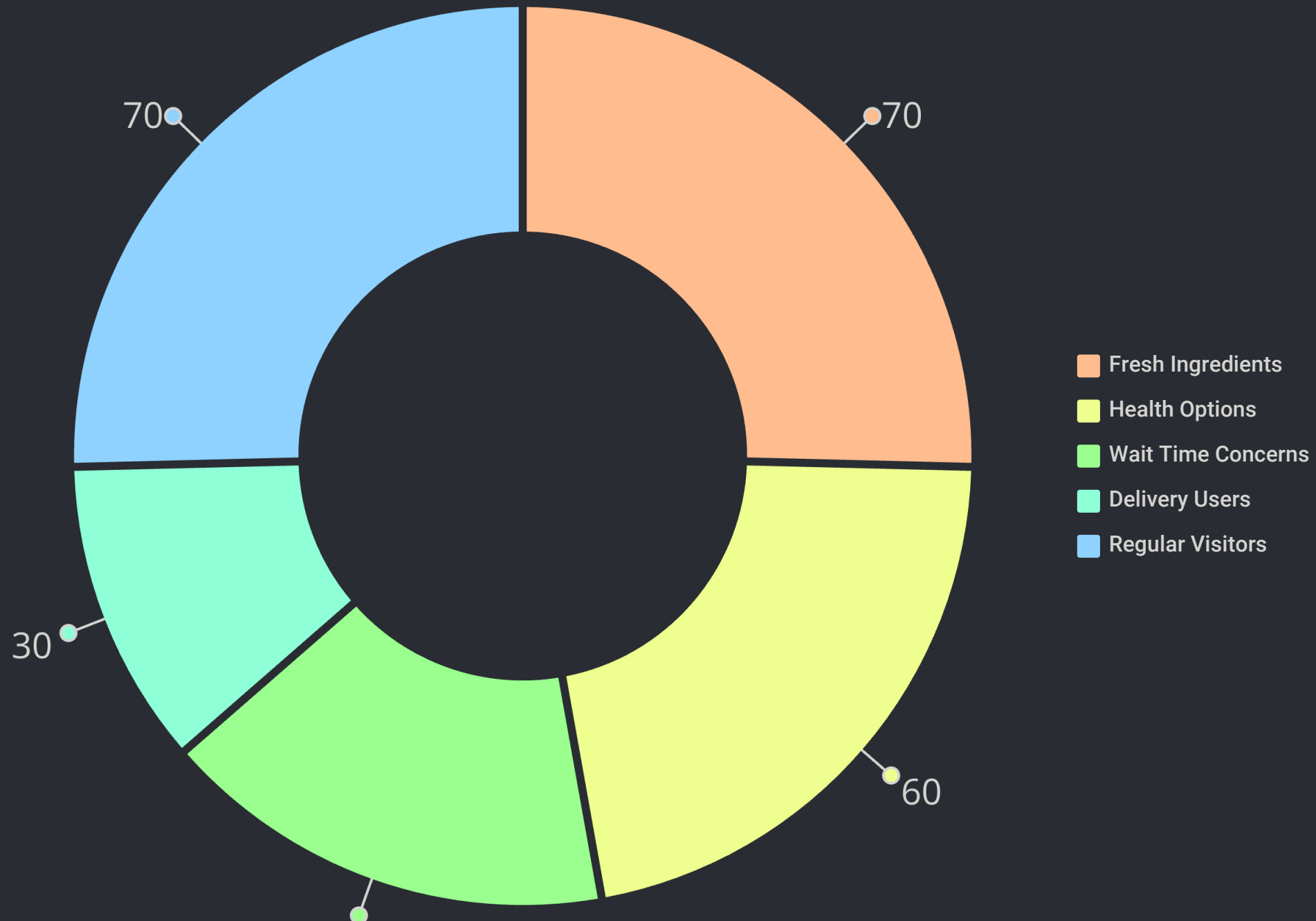- Competitive analysis via Yelp and TripAdvisor

UX Research

- Website and ordering system usability testing
- In-depth customer interviews about dining experience

Research conducted by Our UX4U company.

Key Customer Insights

- Fresh Ingredients
- Health Options
- Wait Time Concerns
- Delivery Users
- Regular Visitors

70

70

60

30

Implemented Solutions

Menu Innovation

- New vegetarian and vegan kebab options including falafel wraps

- Highlighted locally sourced ingredients

- Created health-conscious menu section with nutritional information

Digital Experience

- Complete website redesign with faster loading times

- Streamlined online ordering system

- Digital POS implementation to reduce order processing times

Marketing Campaign

- Targeted Instagram and Facebook campaigns

- 10% discount for first-time dine-in customers

- Enhanced visibility on Lieferando delivery platform

Physical Space

- Optimized seating layout for comfort and capacity

- Improved ambient lighting and acoustics

- Staff training on efficient customer service practices

Business Impact After 3 Months

15%
Sales Growth
Monthly revenue increase, reversing previous declining trend

30%
Website Traffic
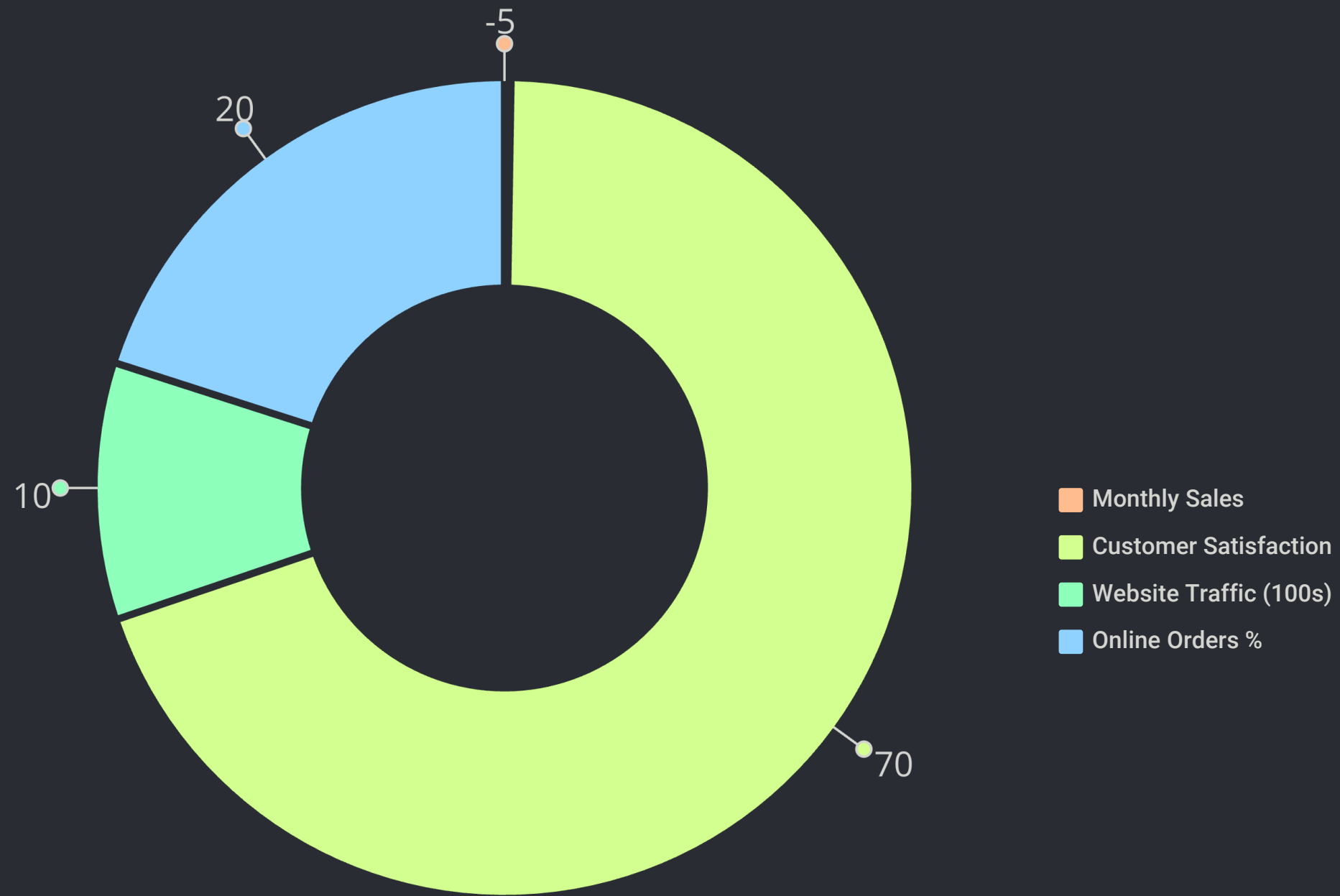Increased digital engagement through redesigned platform

25%
Online Orders
Growth in delivery and takeaway business

20%
Satisfaction Boost
Improvement in customer satisfaction scores

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Before & After Comparison

- Monthly Sales
- Customer Satisfaction
- Website Traffic (100s)
- Online Orders %

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Key Takeaways for Restaurant Owners

1

Data-Driven Decisions

Invest in customer research to understand changing preferences rather than relying on assumptions about what diners want.

2

Digital Transformation

A seamless online experience is no longer optional—it directly impacts both digital and in-person sales performance.

3

Menu Innovation

Balance traditional offerings with health-conscious options that don't compromise on taste to attract broader customer segments.

For more information or to discuss your restaurant's revitalization strategy, contact usability.de

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