



FranFast™

Dave's Hot Chicken: From a Parking Lot to a Spicy Chicken Empire

Dave's Hot Chicken began in a Los Angeles parking lot in 2017, when Dave Kopushyan and his friends decided to share their secret spicy fried chicken recipe. With just \$900 and plenty of enthusiasm, they set up a small stand that quickly became a viral sensation. Thanks to social media, long lines of eager customers soon formed, making their spicy chicken a local favorite.

CHALLENGE

Dave's Hot Chicken faced the challenge of setting up solid processes and systems to manage their rapid growth, especially when it came to handling lead flow for franchise launches. The real hurdle was finding a CRM that was customizable to their specific needs. Unlike other systems that lacked flexibility, they needed a solution that could adapt as they expanded.

TODAY

FranFast, built on the Salesforce platform, proved to be the ideal solution for the system customization Dave's Hot Chicken needed to fuel its rapid rise as one of the fastest-growing fast-food chains globally. It unlocked the franchise's full growth potential by honing in on what sets them apart: their authentic flavors, a distinctive customer experience, and a savvy marketing strategy.

RESULTS OBTAINED

- ★ Fastest Growing Fast Casual Concept
- ★ +700 Franchise Commitments in 2 Years
- ★ FranFast Rating: ★★★★★



Shannon Swenson - VP Franchise Development - Dave's Hot Chicken

"In the first month of our launch, the response was astonishing and hasn't slowed down. To date we have sold over 700 franchise commitments in just 2 years and being recognized as the fastest growing fast casual concept."

A Complete Franchise Management System

salesforce

powered

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