Truvana Tech

GEORGETOWN · WASHINGTON, DC · FICTIONAL

RESTAURANT HEALTH REPORT · SAMPLE, FICTIONAL RESTAURANT

The demand is proven. The margin is in the small print.

Olive & Za'atar · franchise location · fictional sample

123 Sample St NW, Washington, DC 20007 · Public-source analysis · Prepared November 23, 2026

HEADLINE

Guests already love this shop: **4.7 stars on more than 2,000 Google reviews** and 3,500+ public ratings across five sites. The menu runs on small tickets, with a **$4.00 falafel sandwich** and $3 to $5 sides. At those prices, the fixed cents on every card sale and the commission on every delivery order take a bigger share than they would at a $20 sit-down restaurant. This report shows where that happens, using only public information, and lists what to check on Olive & Za'atar's own statements.

GOOGLE RATING	HERO ITEM	FEE ON A $4 TAP	DELIVERY MARKUP
4.7★	$4.00	6.4%	+$0.49
2,097 reviews; 4.6 to 4.8 on Yelp, Uber Eats, DoorDash and Grubhub	Falafel sandwich, the most-mentioned dish in reviews	At a common 2.6% + 15¢ rate, the 15¢ is most of it	Flat on mains, $0 on sides and the $44.99 platter

SNAPSHOT

01

What a guest sees today, from search to pickup bag.

A read of the restaurant's own pages, the brand ordering site, three delivery apps and the main review sites.

PUBLIC RATINGS
3,500+
Across Google, Yelp, Uber Eats, DoorDash and Grubhub, all 4.6★ or higher

DIRECT ORDERING
Pickup
Brand ordering site; no delivery option was offered

DELIVERY APPS
3 live
Uber Eats, DoorDash and Grubhub, all priced above direct

SPEND PER PERSON
$10–20
Google, from 55 guest reports. A sandwich alone is $4.00

Operator	Olive & Za'atar runs this location under a regional falafel brand (a different owner from the other stores in the chain)	FROM OWNER
Format	A small original shop: about 800 sq ft, counter service, a few tables. Reviews call it small and fast	PUBLIC
Hours	Sun–Thu 12:00–9:00 pm · Fri–Sat 12:00–10:00 pm (official location page)	VERIFIED
Online ordering	Brand-wide ordering site with 13 pickup locations; this store takes orders from 12:00 pm	VERIFIED
Loyalty	"Earn Points" sign-in on the brand ordering site. Whether Olive & Za'atar can see or message its own guests is not public	VERIFY
POS	Not public. The brand's ordering vendor is built for one POS, so that POS is likely	NOT CONFIRMED
Card processing	Rate, per-sale fee, monthly fees and contract are not public. One statement answers all of it	NOT PUBLIC
Cash and card rules	DC businesses must accept cash (since Jan. 1, 2025). A card surcharge is allowed if it is disclosed before the guest orders	DC LAW

FIRST QUESTION TO ANSWER

"Which systems does the franchise agreement require, and which are the owner's own choice? Card processing in particular."

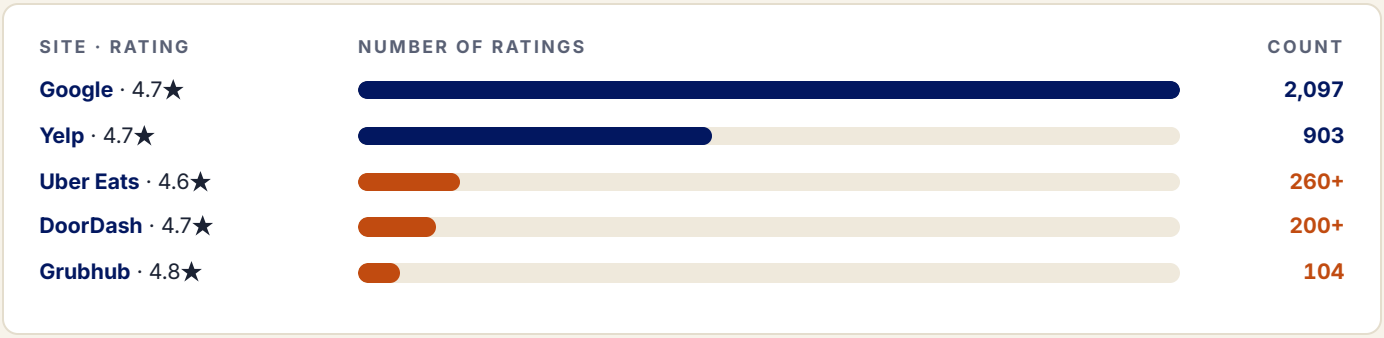
FICTIONAL SAMPLE: restaurant, names, phone numbers and figures are invented to show the format. Real reports cite every source.

PUBLIC DEMAND SIGNAL

02

Guests rate it above every nearby competitor.

Ratings on each public page, then Google ratings for nearby restaurants of the same kind (invented names in this sample).



WHAT GUESTS KEEP MENTIONING

- Falafel sandwich
- Za'atar fries
- Free dipping sauces
- Low prices
- Fast service
- Very small space, hard to get a table
- Occasional quality miss

COMPARED WITH NEARBY RESTAURANTS · 4 COUNTER-SERVICE SPOTS WITHIN 0.5 MI, GOOGLE MAPS

RESTAURANT	GOOGLE	REVIEWS	REVIEW VOLUME
Olive & Za'atar	**4.7★**	**2,097**	
Nearby Grill C	4.6★	410	
Nearby Grill A	4.5★	1,240	
Nearby Grill B	4.3★	860	
Nearby Grill D	4.2★	2,350	

Rating: 1st of 5 · Reviews: 2nd of 5 · Nearby average 4.4★

CLEARLY WORKING

A famous $4 sandwich, top ratings among nearby spots, quick counter service, and delivery on all three major apps.

NOT VISIBLE PUBLICLY

What share of orders come through the apps, the card fees per sale, and whether the owner can see the brand's guest list.

BOTTOM LINE — Guests already want the food. The opportunity is keeping more of each small ticket.

FICTIONAL SAMPLE: restaurant, names, phone numbers and figures are invented to show the format. Real reports cite every source.

CARD FEE ECONOMICS

03

On a $4 sandwich, the 15¢ costs more than the 2.6%.

Most card fees are a percentage plus a fixed number of cents per sale. On large tickets the percentage dominates. On a menu built around $4 to $12 items, the fixed cents do, so the effective rate climbs as the ticket shrinks.

EFFECTIVE RATE BY TICKET · AT 2.6% + 15¢ IN PERSON



2.6% + 15¢ is a common published flat rate for a tapped or inserted card. It is used here as an example, not as the store's actual rate.

FIXED CENTS' SHARE OF THE FEE ON A $4.00 SALE

59%

15¢ of the 25.4¢ fee. Lowering the per-sale cents matters more here than shaving the percentage.

WHAT 10¢ PER SALE IS WORTH	CARD SALES / MONTH	PER MONTH	PER YEAR
Slow month	1,500	$150.00	$1,800.00
Steady month	3,000	$300.00	$3,600.00
Busy month	4,500	$450.00	**$5,400.00**

DC RULES TO WORK WITHIN

DC businesses must take cash (since Jan. 1, 2025). A card surcharge is allowed only if every fee is disclosed clearly before the guest orders. On a $4 item, a visible surcharge reads as a price increase, so lowering the cost is usually the better move than passing it on.

WHAT PUBLIC DATA CAN'T SHOW

The real rate, the cents per sale, monthly and PCI fees, keyed-in sales, the contract end date and any equipment lease. All of it is on one monthly statement, and the franchise agreement says whether processing is the owner's choice.

FREE STATEMENT REVIEW

Truvana Tech will read one month of your card statement with you, line by line, and show your real rate in writing. Free, in English or Spanish.

truvanatech.com/contact

FICTIONAL SAMPLE: restaurant, names, phone numbers and figures are invented to show the format. Real reports cite every source.

MATCHED PUBLIC PRICING

04

A flat 49¢ markup can't cover a percentage commission.

This store's prices on the brand ordering site vs. Uber Eats and DoorDash (both list the same prices). Taxes, fees and promotions excluded.

ITEM	DIRECT (PICKUP)	UBER EATS / DOORDASH	MARKUP
Falafel Sandwich	$4.00	$4.49	**+$0.49 / 12.3%**
Falafel Bowl	$7.00	$7.49	**+$0.49 / 7.0%**
Falafel Rice Bowl	$8.00	$8.49	**+$0.49 / 6.1%**
Plant Shawarma Sandwich	$9.00	$9.49	**+$0.49 / 5.4%**
Chicken Rice Bowl	$11.00	$11.49	**+$0.49 / 4.5%**
Plant Shawarma Bowl	$11.00	$11.49	**+$0.49 / 4.5%**
Za'atar Fries	$4.00	$4.00	$0.00 / 0%
Za'atar Chips & Hummus	$5.00	$5.00	$0.00 / 0%
Party Platter (DoorDash)	$44.99	$44.99	$0.00 / 0%

EXAMPLE DELIVERY ORDER · CHICKEN RICE BOWL + ZA'ATAR FRIES

COMMISSION TIER	FEE TO APP	STORE KEEPS	VS. PICKUP
15%	$2.32	$13.17	**−$1.83**
25%	$3.87	$11.62	**−$3.38**
30%	$4.65	$10.84	**−$4.16**

App subtotal $15.49 vs. $15.00 at pickup. 15% to 30% is the range of the apps' standard published plans; the store's actual plan is not public.

THE PLATTER GAP

$6.75–$13.50

Commission on one $44.99 Party Platter at 15% to 30%, with no markup to offset it. Catering is where a direct order is worth the most.

DELIVERY CLOSES EARLY

The store is open until 9:00 pm (10:00 pm Fri–Sat). On the day checked, Uber Eats and Grubhub listed delivery until 8:30 pm and DoorDash until 8:10 pm, 30 to 50 minutes before close. That may be on purpose for a small kitchen. Worth asking.

DIRECT IS ALREADY CHEAPER

Every main costs 49¢ less at pickup, and the brand site has points. Nothing in the public journey tells a delivery guest that. "Same food, lower price, earn points" is a ready-made message for bag inserts and the counter.

FICTIONAL SAMPLE: restaurant, names, phone numbers and figures are invented to show the format. Real reports cite every source.

FOUND IN PUBLIC LISTINGS

05

Four fixes that cost nothing and can be done this week.

None of these needs new software. They are quick wins the owner can finish this week.

1

Two phone numbers are live, and Apple Maps has the wrong name

The restaurant's site, Google and Yelp list **(202) 555-0142**. Grubhub and Apple Maps list **(703) 555-0199**, a Virginia number. Apple Maps also shows an old store name. iPhone and Grubhub guests may call a number that doesn't reach this store.

Fix: claim the listing in Apple Business Connect (name and phone) and correct the Grubhub store profile. Ask who answers the 703 number today.

2

Delivery ends 30 to 50 minutes before the store closes

The late-evening window, when office and campus guests order dinner, has no delivery option on any app.

Fix: check the weekend app hours too (the store is open until 10:00 pm). If the kitchen can handle it, match app hours to store hours.

3

Sides and the party platter carry no delivery markup

Za'atar fries, chips and hummus, and the $44.99 platter cost the same on the apps as at pickup, so the full commission comes out of margin.

Fix: review app pricing item by item, using a percentage markup rather than a flat 49¢, within whatever the franchise allows.

4

The cheaper direct price is a secret

Direct pickup is cheaper and earns points, but no counter sign, bag insert or listing says so.

Fix: a QR bag insert in every delivery order: "Order direct next time, pay less, earn points."

LISTINGS CHECKED

8

Official site, brand ordering, Google, Yelp, Apple Maps and three delivery apps

INCONSISTENCIES

3

Phone number, store name and delivery hours

COST TO FIX

$0

Listing edits and a printed insert

FICTIONAL SAMPLE: restaurant, names, phone numbers and figures are invented to show the format. Real reports cite every source.

WHERE TO START

06

Where to start: payments first, then delivery.

Four questions every owner asks, each answered only as far as the public evidence goes.

STRONG SIGNAL

Switch card processor or pricing?

Small tickets: at a common 2.6% + 15¢, a $4.00 sale pays 6.35%, and 59% of that fee is the fixed cents.

First step: read one statement for the real rate and cents per sale. **Free tool:** Card fee calculator

SOME SIGNAL

Cut delivery-app costs?

Mains carry a flat 49¢ app markup; sides and the $44.99 platter carry none, so the full commission comes out of margin.

First step: price apps by percentage and point regulars to pickup. **Free tool:** Delivery app commission calculator

NOT ENOUGH DATA

Add a self-order kiosk to save labor?

Reviews praise fast service and call the shop very small. Order counts and staffing aren't public.

First step: count peak-hour orders and staff per shift before deciding.

LOW SIGNAL

Get help with reviews and reputation?

4.7★ on 2,097 Google reviews, first of 5 nearby on rating. The weak spot is listings, not reviews.

First step: fix the phone and hours mismatches (page 6).

QUESTIONS TO ANSWER WITH YOUR OWN NUMBERS

1. Which systems does the franchise require: POS, ordering, loyalty, processing?
2. Who processes your cards today, and when does that contract end?
3. Roughly how many card sales a month, at what average ticket?
4. What share of orders comes from each delivery app, and on which commission plan?
5. Can you see and message the guests who earn points at your store?

WANT A DEEPER LOOK?

This report is a quick check-up from public information, not a full analysis. Truvana Tech built it from conversations with 6,000+ merchants. For a deeper look, our team is happy to meet with you, walk through your restaurant together and suggest what to improve first.

Book a free meeting →

More free tools at truvanatech.com/tools

RESEARCH BASIS · ACCESSED NOVEMBER 23, 2026

Restaurant's own site (location page, menu)
Uber Eats store page
Grubhub store page
Local news coverage of the store
Brand ordering site (this location selected)
DoorDash store page
Google Maps, Yelp and Apple Maps listings
Truvana Tech card-fee rules by state (DC)