



Owasso, OK location

## CASE STUDY: FREDDY'S FROZEN CUSTARD AND STEAKBURGERS

GROUND UP CONSTRUCTION | OWASSO & BROKEN ARROW, OK

TGC Development Group is a developer of Freddy's Frozen Custard and Steakburgers franchise program operating multiple units in Arizona, Oklahoma, Georgia, Kansas, Missouri, North Carolina and South Carolina.

TGC Development Group recently completed two Freddy's Frozen Custard and Steakburgers in the Tulsa, Oklahoma area. Developing multiple units in the same area requires in-depth market analysis for strategic site selections that are affordable, accessible and help build brand awareness as well as customer loyalty.



<b>Brand:</b>	Freddy's Frozen Custard and Steakburgers
<b>Project Type:</b>	Ground-Up Construction
<b>Projects Developed:</b>	13
<b>Territories Represented:</b>	7 States
<b>Projects Under Development :</b>	12
<b>Current Locations:</b>	
Phoenix, AZ	Owasso, OK
Yuma, AZ	Broken Arrow, OK
Glendale, AZ	Tulsa, OK
Atlanta, GA	Joplin, MO
Athens, GA	Garden City, KS
McDonough, GA	
Greenville, SC	
Asheville, NC	



▲ Restaurant interior seating area at Owasso, OK surrounds the order, pick-up and drink stations



▲ Drive-thru showing curb and gutter, pre-order menu and ordering station



▲ Drive-thru lane features a two window pay then pick-up system





▲ Interior dining area of Broken Arrow restaurant showing seating area, drink station, restroom access, side door entrance and pick-up counter



▲ Customer flow is controlled by a series of stations. In the foreground is the order station, followed by the pick up station and then the drink station



▲ Ordering counter shows menu boards and frozen custard station



As with all projects it starts with site-selection. Finding the ideal site can be tricky and time consuming, but it is vital to the success of the project. TGC has a proven strategy for site selection that involves internal investigation and externally through cultivated local brokerage relationships that allow us to analyze every angle of the consumer market and focus on the handful of properties that fit our key indices of population, income levels, traffic patterns, average household size, traffic counts, area retail and restaurant volumes, and area growth patterns prior to making a final site decision.

The Owasso site in particular was a challenge in that it was owned by and out of state school pension fund. TGC identified the site nearly two years prior to moving forward with the project and during that time worked to establish a relationship that ultimately allowed us to purchase the property. Today the store is a top performer.

TGC is a proven leader in the full-service development of commercial properties across the U.S. Our dedicated team, thorough analysis, and professional integrity allows TGC to continue to expand our portfolio of properties and valued business relationships.



▲ Broken Arrow seating area showing main front door, windows and exposed ventilation system

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*If you have a project or investment property acquisition you would like to discuss with us please contact [info@tgcdevgroup.com](mailto:info@tgcdevgroup.com).*

*If you are an investor seeking opportunities to invest contact [info@tgcdevgroup.com](mailto:info@tgcdevgroup.com).*

