



Oct 31, 2024 11:45 GMT

Graduate entrepreneur franchises business with support from Northumbria

Entrepreneurial ambitions continue to be championed by Northumbria University and showcased by the success of graduate business, Burger Drop opening restaurants across the country.

Northumbria alumnus, Hasan Hamid graduated in 2018, and with support from the University's [Student and Graduate Enterprise team](#), has launched two successful businesses – a marketing agency and a burger brand with restaurants currently operating around the North East and soon-to-open franchisees in various locations across England and Scotland.

Hasan first ventured into business whilst studying for his degree, launching a successful marketing agency, GYB (Grow Your Business). However, he saw an opportunity within the emerging ‘better burgers’ market which led him to develop [Burger Drop](#) - a gourmet burger brand, which offers an unparalleled dining experience.

Hasan opened his first restaurant on Westgate Road in Newcastle, which became an instant success. It was quick to have the best-selling burger in the region on Uber Eats within its menu and has continued to grow at such rate, with annual revenues reaching £1.7 million from just one location.

Burger Drop has since opened its doors to customers in Heaton and its newest branch opened in Whitley Bay earlier this month. The much-anticipated grand opening saw the seaside locals queuing round the block to sample the menu.

Franchised restaurants are also due to open in three new locations including Edinburgh, Manchester and Sunderland, and there are over 200 more franchise inquiries in the pipeline.



Hasan Hamid, Northumbria University graduate and Director of Burger Drop

Hasan credited the University’s guidance and resources as instrumental towards owning a leading burger brand. “I was fortunate to connect with key figures at Northumbria like Graham Baty and John McRae who helped me with the legal and marketing aspects of both my businesses,” he said.

“The support I have had from the University since day one has been crucial for the growth of Burger Drop, particularly in terms of linking me up with industry professionals. I now have a network of influential and experienced individuals who I can turn to for guidance”.

One introduction which has been instrumental to Hasan was with fellow Northumbria alumnus Jonathan Holden, who is the Chief Operating Officer at [Molly Maid UK](#) - one of the largest franchise brands globally. Hasan continued: “Having a successful businessperson such as Jonathan in your phonebook is game changing.”

The University’s [Incubator Hub](#) has also played a pivotal role, offering co-working space and providing high-quality support for student and graduate entrepreneurs to establish and grow thriving businesses.

Hasan said: “The supportive environment within the Incubator Hub is immensely helpful for all the business who benefit from this space. Not only do we get to share our journeys with like-minded people, but being surrounded by successful entrepreneurs sets a high standard for your own business ambitions.”

With plans to expand Burger Drop nationally and launch new brands in the near future, Hasan is just at the beginning of his journey. Hasan spoke confidently about his future as an entrepreneur and said: “Our goal with Burger Drop is to be in the same category as Five Guys, Nando's, and KFC and we are well underway in building the partnerships and infrastructure needed to get there. I would also like to continue giving back to the Northumbria community and share my experience with the next generation of entrepreneurs.”



Northumbria University graduate, Hasan Hamid and Head of Enterprise Development at Northumbria, Graham Baty.

Graham Baty, Head of Enterprise Development at Northumbria, said: “It has been fantastic to watch Hasan and his businesses grow over the past few years. Hasan is a formidable businessman who is highly motivated and a pleasure to work with. At Northumbria, we are proud to support our students and graduates with their entrepreneurial ambitions and we can’t wait to see Burger Drop continue to expand and the development of future projects by Hasan.”

Burger Drop has recently been named as a finalist in the [Uber Eats Restaurant of the Year 2024](#) Trailblazers awards, celebrating its restaurant partners who make a positive difference in their communities and around the world. Burger Drop is listed within the Social Impact category.

Northumbria University is dedicated to supporting current [student and graduate start-ups](#). It has been ranked in the top 10 in the UK for the last 15 years for graduate start-ups based on aggregate turnover, according to the Higher Education Business Community Interaction Survey (2022/23) – and has been placed in the top five for 11 of those years.

UNIVERSITY OF THE YEAR 2022 (Times Higher Education Awards)

Northumbria is a research-intensive university that unlocks potential for all, changing lives regionally, nationally and internationally.

Two thirds of Northumbria's undergraduate students come from the North East region and go into employment in the region when they graduate, demonstrating Northumbria's significant contribution to social mobility and levelling up in the North East of England.

Find out more about us at www.northumbria.ac.uk

--- Please contact media.communications@northumbria.ac.uk with any media enquiries or interview requests ---

Contacts



Rik Kendall

Press Contact

PR and Media Manager

Business and Law / Arts, Design & Social Sciences

rik.kendall@northumbria.ac.uk

07923 382339



Andrea Slowey

Press Contact

PR and Media Manager

Engineering and Environment / Health and Life Sciences

andrea.slowey@northumbria.ac.uk

07708 509436



Rachael Barwick

Press Contact

PR and Media Manager

rachael.barwick@northumbria.ac.uk

07377422415



James Fox

Press Contact

Student Communications Manager

james2.fox@northumbria.ac.uk

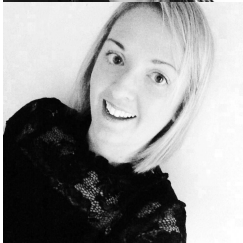


Kelly Elliott

Press Contact

PR and Media Officer

kelly2.elliott@northumbria.ac.uk



Gemma Brown

Press Contact

PR and Media Officer

gemma6.brown@northumbria.ac.uk