

Franchising: Profile

Company Profile

Pizzaville is an exciting foodservice concept ideally suited to today's fast-paced lifestyle. It is a member in good standing of the Canadian Franchise Association, and one of Ontario's leading fast food franchises. We specialize in providing top quality pizza, panzerotto and other complementary products to the public.

From its inception in 1963 Pizzaville has grown to over 70 locations throughout central and southern Ontario, with over 40 stores in the Greater Toronto Area (GTA). Pizzaville currently aims to expand at a rate of 5 to 8 stores per year with expectations of surpassing the 100 store mark within the next 5 years. Pizzaville currently services an area that spans from Parry Sound to Bowmanville to Brantford.

Our growth is predicated on the following factors:

- The quality of all our menu offerings. All products are made fresh from recipes calling for only the finest ingredients;
- The stone baking process – labour intensive, but authentic – sets us apart;
- Creative Marketing – longest standing radio campaign ever, State of the Art Website, Social Media strength, Billboard, high-end flyer etc....
- An aesthetically superior store design concept;
- Our focus on providing the highest level of customer service;
- Product Development – Introduced into the market Extra Thin Pizzas, Rice Balls, and many Gourmet Pizza options including – Chicken Pesto!
- Pizzaville services some important public venues from Woodbine Racetrack to Mohawk Racetrack, to Sportsvillage to York University;
- Synergies and efficiencies created by the operation of a centralized call-centre to receive orders for all stores
- An in-house commissary and distribution warehouse to service all outlets with a consistent product chain wide;
- A genuine commitment to the success of all franchisees evidenced by the fact that Pizzaville operates on one of the lowest overall cost and flat-fee frameworks in the pizza industry (in relation to such things as the franchise fee, and construction, equipment and product costs).

It is the combination of these elements and Pizzaville's continued efforts to stay at the top of the pizza game that has distinguished us from the competition – which in Southern Ontario, is actually the most competitive pizza market in the entire world!!!!

Franchising: Benefits

As franchisor, Pizzaville strives to provide its franchisees with all the necessary services that arise in our industry. As a Pizzaville franchisee you will receive the benefit of the following services:

1. MARKETING

- A successful model based on years of clever and effective print and radio initiatives
- Inherent goodwill attained via the award-winning and highly acclaimed “It was a rainy day in Pizzaville....” radio campaign
- Brand name recognition with the “Rainy Day Man” radio persona and a highly recognized phone number jingle
- A full time Social Media team contracted on Pizzaville’s behalf
- Prominent public exposure in high end venues

2. OPERATIONAL SUPPORT

- Fast and easy ordering from a central commissary;
- Quick response time and resolution to any product inquiry
- Marketing and business development support
- Ongoing support from one of our designated area representatives
- Staff cooks on call for emergency situations
- Comprehensive initial and on-going training from experienced staff with regards to finances, operations and general management

3. DEDICATION TO CUSTOMER SERVICE

- An industry leading central call center – operated in house!
- A one-number central ordering system
- A first rate Web Ordering/Customer Feedback system

4. SPECIALIZED IN-HOUSE SERVICES

- Legal Department
- Architecture Design Department
- Real Estate Department

5. PRODUCT DEVELOPMENT

- Constant monitoring of supplies to ensure high quality consistency
- Research and development of new products

Franchising: Join Us

Pizzaville's concept is based on the strong, personal involvement of the franchisee in the management of the franchise. As such, Pizzaville prefers owners who will operate the store personally.

Franchise applicants must meet rigid qualifications including, but not limited to, the following criteria:

- Minimum 1 year experience in the Pizza industry and some managerial experience, preferably in the food industry;
- A satisfactory financial rating, and must demonstrate the financial capability to open and operate a store. Typically, prospective franchisees should have a net worth of \$110,000.00 to \$140,000.00. Liquid capital requirements typically range from \$120,000.00 to \$140,000.00 depending on the store development costs;
- A satisfactory background check by an independent third party company specializing in said work;
- Due to the physical demands of operating a Pizzaville store, applicants must be in good health;
- A willingness to devote full time and effort toward the success of his/her store;
- Good interpersonal and communication skills.

Other considerations involved in assessing applicants include character traits, level of motivation, related experience, etc...

Where do we go from here?

If you are interested in proceeding further, it is as simple as contacting us by phone, email or in writing informing us of your interest and qualifications.

We will arrange for a personal meeting at our Head Office. If this initial meet and greet goes well, we will outline all the next steps including timelines, disclosure, training, area interests, site selection and more.

Franchising: FAQ

Frequently Asked Questions

If I am interested in operating my own Pizzaville franchise, how do I get started?

If you are interested in joining our team or would like to know more about franchising opportunities with Pizzaville please contact us directly at (905) 850-0070 Ext. 328 or by email at alans@pizzaville.ca.

Is previous experience in the restaurant industry required?

Yes, a minimum of one year's experience in the pizza industry is required, alternatively experience in a managerial position in the restaurant industry will be considered. Pizzaville will provide comprehensive training and operating assistance to qualified candidates. A prospective franchisee's desire and effort can be as significant as one's level of experience.

What is the cost of opening a Pizzaville Store?

Franchisees of Pizzaville operate "full production" stores. Its total turnkey cost is typically in the range of \$275,000.00 to \$300,000.00 depending on the size of the location and the leasehold improvements that may be required. The turnkey costs include those relating to: store design, permit acquisitions, all equipment, necessary leasehold improvements, signage, small wares, construction, administration charges and uniforms. All of the equipment, except for the computer's licensed software is typically owned by the franchisee.

How do I secure a site/area/territory if I am interested?

A \$10,000 deposit will secure a site/area of your interest such that Pizzaville will no longer market the site/area to any other prospective buyers.

What does the initial Franchise Fee buy?

It secures the right to own and operate a Pizzaville franchise within a designated territory, area or region. It is a fee that permits the franchisee to obtain a nonproprietary right in the Pizzaville name, logos, trademarks marketing plans, formulae and recipes and to operate accordingly. Finally, it pays for the initial training and opening promotions necessary to get the business off to the right start.

How much money must I have in order to obtain financing for a Pizzaville franchise?

The amount of capital you will need to invest in a Pizzaville franchise varies depending on location, required leasehold improvements, etc.. The level of equity required as a means of qualifying for a business loan varies from lender to lender and it ultimately based on the creditworthiness of the franchisee. However, prospective franchisees ought to expect to be able to provide an unencumbered cash equity sum equating to 50% of the purchase price. While Pizzaville does not lend money, we do have many contacts within the lending community and we can make the appropriate introductions if needed.

What is the requisite royalty fee?

The royalty levied will be a flat rate fee payable to Pizzaville on a weekly basis. It starts at \$300.00/week for all new stores, and progressively increases annually at a rate of \$50.00/week for the first term of the Franchise Agreement (new stores only).

What is the advertising fee and what does it cover?

The advertising fee is a flat rate payable to Pizzaville on a weekly basis. The current rate is \$250.00/ week. It covers the set up cost of all advertising initiatives, marketing promotions, flyers, newspaper ads, print advertisement, radio/television commercials and airtime used to acquire and maintain a loyal customer base. In addition, the franchisee is obligated to spend a minimum of 2% of gross sales, or \$300.00/week on local advertising in the form of flyers. Those franchisees with extra funds available are required to engage in other forms of advertising and marketing.

Will Pizzaville select the location and build the store for me?

Pizzaville is constantly seeking suitable locations. In certain instances you may choose to open a store in a location selected by yourself; however it must be evaluated and approved by Pizzaville. In any case, Pizzaville coordinates the construction and/or renovation of the store.

Who holds the lease? I have little experience in negotiating leases; will Pizzaville offer assistance in this regard?

This varies from location to location and is primarily a function of the landlord's leasing policies. In some cases the franchisee will be the tenant and in other cases Pizzaville and its affiliated companies lease the premise and then sublease it to the franchisee. Pizzaville can be engaged to negotiate a lease entirely, or can simply offer assistance and guidance where the franchisee deems it necessary. Despite this, a franchisee is strongly advised and will always be well served to seek independent legal advice from a solicitor.

How do I get building plans?

Pizzaville will provide plans for your location, including any necessary architectural and/or engineering drawings.

What hours must the store be open?

Pizzaville’s current standard hours of store operation are as follows:

	Open	Close
SUN	11:30 a.m.	11:30 p.m
MON/TUE/WED	11:00 a.m.	12:00 a.m.
THU	11:00 a.m.	1:00 a.m.
FRI	11:00 a.m.	2:00 a.m.
SAT	11:00 a.m.	2:00 a.m.

Does Pizzaville require franchisees to be actively involved in operating the store?

YES. Pizzaville requires and responds to the personal input and attention of the owner. It is essential that the franchisee become personally involved in all facets of the business. You can expect to work many long hours, particularly at the outset. You should be willing and capable of performing all sales, production and other function required on a daily basis. The demands on you personally can be minimized by your ability to build sales and attract, motivate and retain competent employees.

What level of income can a franchisee expect to earn?

A proper understanding of the financial aspects of owning a Pizzaville store is a paramount component of the investigation process for prospective franchisees. In an effort to provide the most thorough information possible. A detailed “Financial Information Summary” is furnished to prospective franchisees that have completed the interview stage of the qualifying process. This package information will convey details on development costs, and operating expenses, together with a format to allow prospective franchisees to develop site-specific cash flow projections based upon their situation. There are many factors involved such as the franchisee’s management skills; commitment of time to the business, site factors, overhead costs, etc. will all be influential.

