

# Franchise Prospectus



# Thank you for investigating the Pizzaiolo business opportunity

**We are excited to offer you the opportunity to achieve your professional and personal goals with a Pizzaiolo franchise.**

Pizzaiolo prides itself on offering the finest Pizzas in Brentford. We make our dough and tomato base fresh every morning and combine that with the finest ingredients and toppings to make the best, authentic Italian pizzas.

In the last few years Pizzaiolo has gone from strength to strength, we have seen a huge increase in take-away orders, this coupled with the restaurants reopening has seen our business exceed all expectations. In light of the popularity of our food we have taken the decision to franchise the business in order to grow the Pizzaiolo brand across the UK and take advantage of the tremendous opportunities that exist.



# Who are we?

Pizzaiolo is a pizza restaurant based in London.

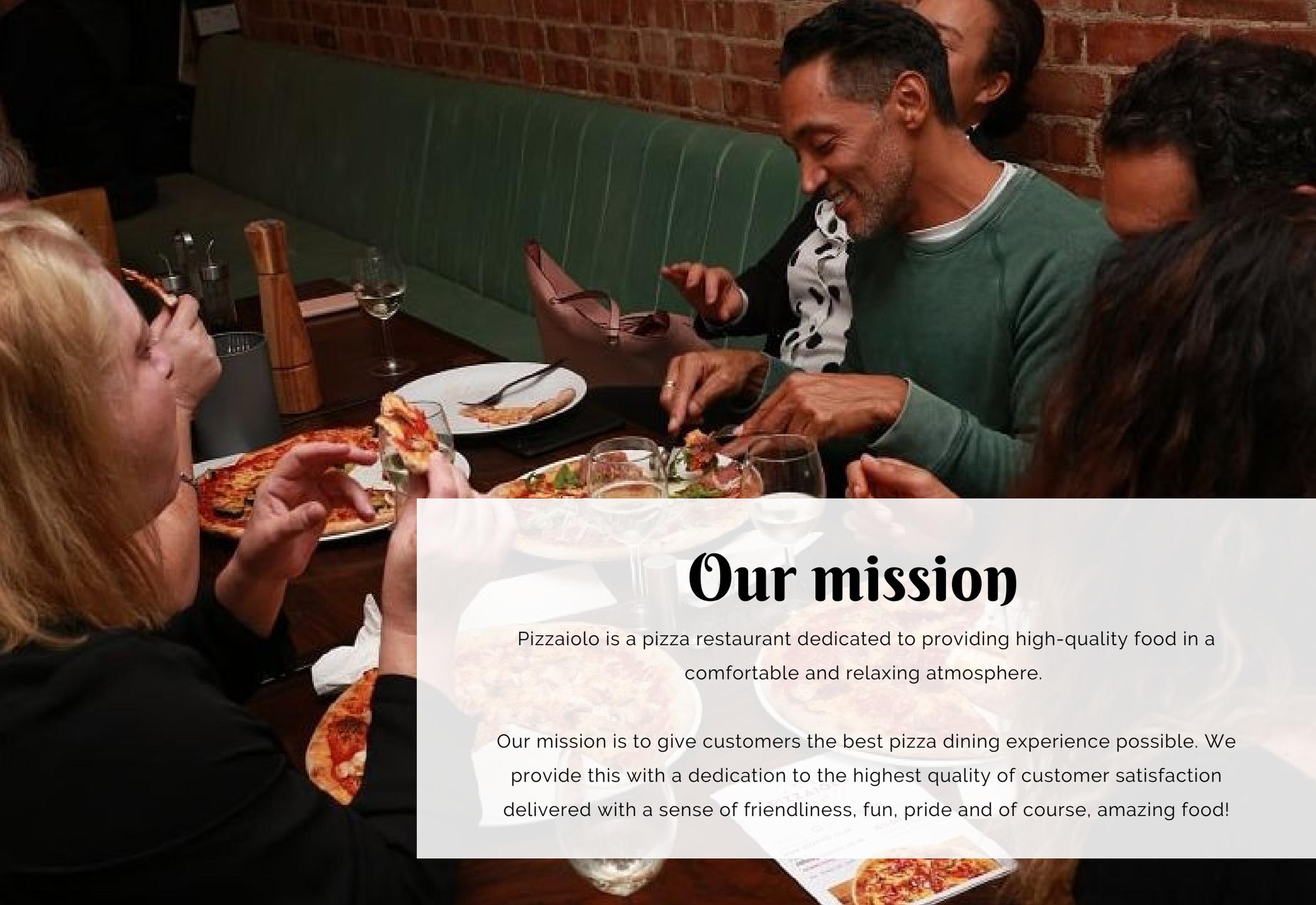
Our restaurant offers customers a casual dining experience in a relaxed atmosphere.

We pride ourselves that every pizza we serve has the authentic Italian taste in every single bite, and all our dishes are made from ingredients which are always fresh, never canned or processed.

The company's aim is to gain customer satisfaction by providing quality food at competitive prices.

Partnering with us ensures you will have an excellent product and will allow you to quickly build a loyal local following in your town.





# Our mission

Pizzaiolo is a pizza restaurant dedicated to providing high-quality food in a comfortable and relaxing atmosphere.

Our mission is to give customers the best pizza dining experience possible. We provide this with a dedication to the highest quality of customer satisfaction delivered with a sense of friendliness, fun, pride and of course, amazing food!

# The industry

The UK pizza market is worth **£4.9 billion**. Whether at home or eating out, we can't get enough of this classic.

**60%** of us buy pizza as a weeknight dinner option and this pizza culture is extending to out-of-home too!

Pizza restaurants and Italian restaurants are among the most popular restaurant types in the United Kingdom. Full-service pizza restaurants remain one of the most visited on the high street.

There is a clear divide in the pizza restaurant market between pizza delivery and serviced pizza/Italian restaurants.

The pizza delivery market is worth £2.1 billion in the UK and is a major segment of the food delivery industry.

## When it comes to pizza, everyone is a fan!

**29%** of pizza purchases are by **35 - 49 year olds**

followed by **27%** of **25 - 34 year olds**

**23%** of the **over 50s**

and **21%** of **18 - 24s**

**Pizza is eaten on 23% of all casual dining visits**



# Why choose the Pizzaiolo franchise?

## **We have a proven model for success!**

The best franchises are the ones that prioritise the training and ongoing development of their franchisees and invest in quality support. It is both the initial and ongoing training that makes a franchise investment so appealing to entrepreneurs. This is where we excel.

Our goal is for every franchisee to achieve consistent, sustainable replication of our brand promise to consumers, and for the system to be financially successful at every level. Training is a major component of achieving that goal. We believe we offer the most comprehensive franchise training package available in the industry.

## **Use of the Pizzaiolo Brand and Business Formula**

As part of the Franchise Agreement you will operate using the successful Pizzaiolo proven business formula, processes and systems. Use of our brand will set you apart from your competitors, the Pizzaiolo excellent reputation promotes recognition and customers will know what to expect when they visit your restaurant.

Our systems and processes will allow you to access supply chains, training, sales resources and more.

## **Comprehensive Training and Support**

You will receive expert training and learn all the skills you need so that you are ready to launch your business in your chosen territory. Effective training is essential to the success of each franchise in terms of being able to run the business efficiently and successfully. You will also receive ongoing support throughout your time as a franchisee.

## **Exclusive Franchise Territory**

Each franchisee will operate a large and exclusive UK territory. This means that only you can operate and market within your chosen area. Our generous territories have been designed using very specific criteria with complete fairness and scale-ability.

This will enable you to maximise the opportunity for growth and revenue as your business naturally grows.

## **Lead Generation/Customer Retention**

We will train you in all areas of lead generation and customer retention to help get your business off the ground in the first place and grow it in the future. The difference between companies that grow and those that don't is customer retention. The more customers that you can keep, the more likely you are to achieve your business goals. We will fully educate you on all Pizzaiolo strategies to ensure that you keep your customers coming back for more and they recommend you to family and friends.

# The franchise package

**Franchise Fee: £14,995 + VAT**

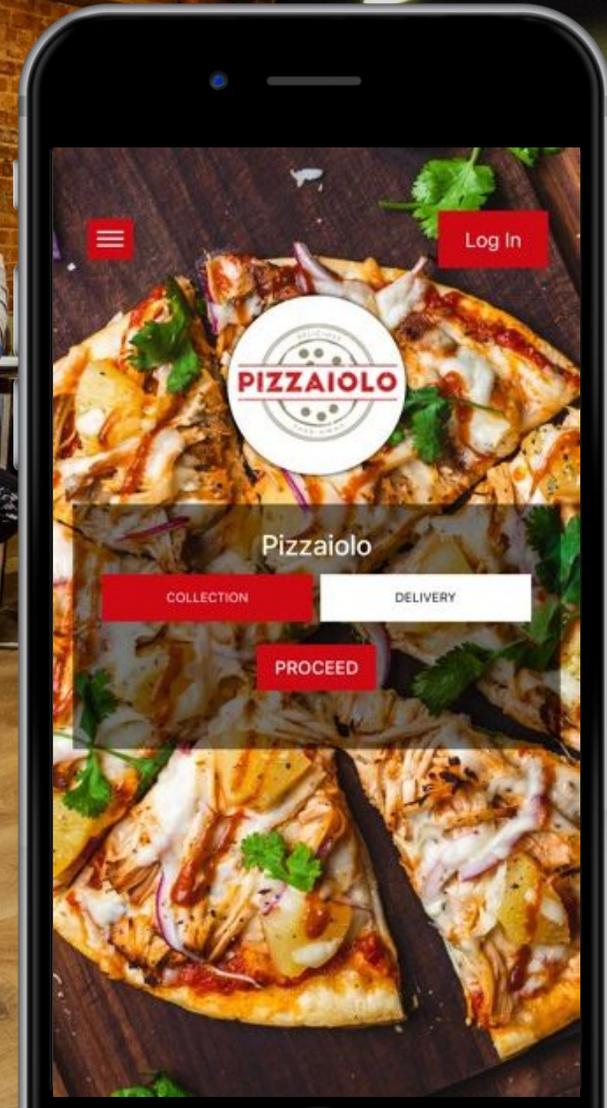
**The first three franchisees will benefit from a reduced cost of just £9,995 + VAT**

**Setup Costs: £55,000 to £70,000**

Depending on the size and location of your premises

**Ongoing Fees: 5% of Turnover**

- Rights to trade under the respected Pizzaiolo brand name
- Exclusive franchise territory
- A central website
- Full training in all areas of the business across 10 days
- Assistance with the sourcing and kit out of your restaurant
- Processes, systems and templates to run the business
- Ongoing support and regular business updates from our highly experienced management team
- Operations manual which covers all areas of running your business
- Branded clothing
- A marketing launch for your business
- Marketing materials, stationery, documents and collateral
- 5000 leaflets/menus







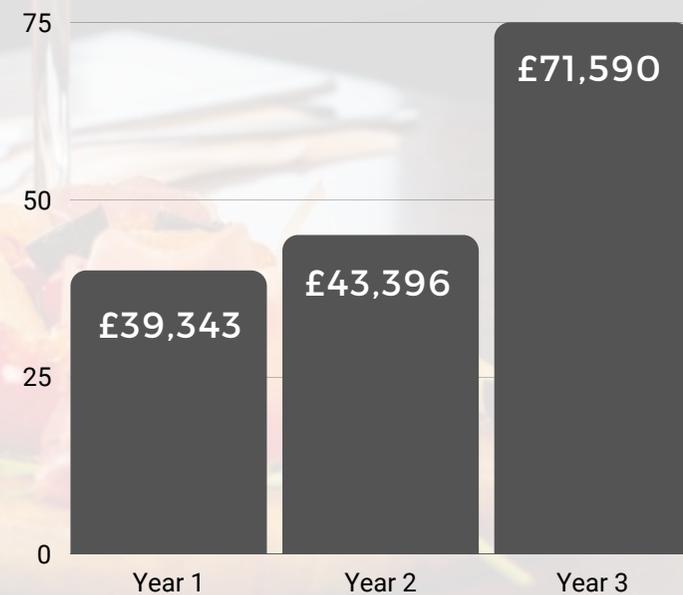
**PIZZAIOLO** rue di plane



TERRE DI CHIETI  
DELLA VITIGNA  
FALANGHINA  
spuelli

# The earning potential

These are the potential profits we would expect you to achieve in the first three years. We will provide you with a full breakdown of the figures at your franchise meeting.





# The next steps

We are looking for motivated, customer focused people who will share our passion for the Pizzaiolo brand.



## Express your interest

You can call us on  
**0208 075 7779**

or email  
**info@pizzaiolo.co.uk**



## Let's talk

A member of the team will call you for an informal chat. This will give you the opportunity to ask any initial questions you may have and find out a bit more about the franchise offer.



## It's time to meet

Covid permitting, we will invite you to come and meet with us, it's always good to put a face to the name. Don't worry, if we are unable to see you in person we can schedule a meeting online. We will take you through all the finer details of the business and once again answer any questions you have.



## Franchise Agreement

We will discuss your territory and package and put together your personalised copy of the Franchise Agreement. This is the time to make sure that you are happy with everything. Once you have signed the agreement and paid your franchise fee we will welcome you to the Pizzaiolo team.



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