
PIZZA GOGO FRANCHISE OPPORTUNITY

INFORMATION PACK

www.pizzagogo.co.uk

THE MARKET

MOVING INTO THE TWENTY FIRST CENTURY WITH PIZZA GOGO

TAKE AWAY

Take Away will continue to be an ever growing and even more viable business. Staff costs are very much lower than in normal restaurants and there is certainly less hassle

RESTAURANTS

Being based near a busy main road with more and more cars on the road, people working more and more hours with less time to cook, never before have roadway restaurants served pizza and pasta; surely a recipe to success.

DRIVE THROUGH

The public awareness to drive through has been opened with more and more chicken and burger drive throughs being established throughout the U.K.. With the introduction of pizza in the early 80's, and the fastest growing in the food sector, we are sure pizza drive through will be a huge success, especially with **Pizza GoGo**.

HOME DELIVERY

Home Delivery has become big business in the U.K. and has certainly taken its percentage of the food market.

PIZZA GOGO

Pizza GoGo delivers free which makes it an easy and highly attractive option for the customer and we can show that the costs are viable.

WHY THE PIZZA INDUSTRY

Pizza has been with us since Pompeii! These are exciting times in the industry with the British boom arriving fast and showing every indication of following the American Trend.

In America, the home of fast food, pizza outsells other fast foods including burger and chicken.

Dieticians also give pizza a massive vote of confidence as one of the healthiest meals to eat. Its appeal is totally cosmopolitan and embraces people of all ages and from absolutely every walk of life.

THE OPPORTUNITY

WHY BUY A FRANCHISE?

It is really simple. You get the advantage of previous experience in the business.

It is a proven fact that 70% of new businesses fail and the main reason is lack of experience in all aspects of business management, operations and finance.

It is a proven fact that 95% of new franchises succeed!

You get the chance to run your own business along tried and tested lines with full support from the franchisor.

WHAT TRAINING WILL YOU RECEIVE?

Our training is high profile and before opening your own store there will be a thorough grounding in every aspect of the operation, covering such areas as :

- Quality Control
- Hygiene
- Staff Motivation
- Promotions and Publicity
- Accountancy

You would work at one of our established units to gain first hand experience in every aspect. The go ahead to open your own store would only be given once you have achieved a high degree of competency throughout.

When the moment arrives to open your own store, **Pizza GoGo** comprehensive company manual will guide you through any day to day problems and the franchise team are always available for you to draw upon their experience.

thereafter continuous on-site training, regular visits from our franchise team and regular hygiene inspections which will ensure the smooth running of your operation.

FOOD MISCELLANEOUS SUPPLIES

Most of the items used in the running of a **Pizza GoGo** franchise are purchased direct from **Pizza GoGo** or approved agents.

Fresh items such as vegetables should be purchased locally, on a daily basis to ensure freshness.

Items such as boxes, menus, and order pads are purchased via **Pizza GoGo**.

One supplier is used to purchase most goods thus reducing costs and ensuring consistency throughout the **Pizza GoGo** chain.

FINANCIAL IMPLICATIONS

The cost of setting up and fitting out a **Pizza GoGo** franchise varies from area to area, site location, and the size of premises.

An approximate guide is as follows:

- Total cost of approximately £100,000 including:
- New Equipment cost approx. £35,000
- Shop fitting for 600-1000 Sq. Ft. approx. £15-20,000
- Franchise Fee £5,000
- Most major banks usually lend two third on a fast food concept, provided a security can be offered.

DO YOU HAVE WHAT IT TAKES?

To make a franchise succeed, first and most importantly you must have total commitment together with 100% support from your family. You will have to work long and unsociable hours in an industry which is at its busiest in the evening and at

weekends. In other words when the majority of the general public are enjoying leisure time and socialising.

Everything will hinge on your hunger for success and ability to transmit this determination to those around you. You will have to be able to communicate with and control the young staff who play an essential role in the industry. Conveying your enthusiasm for the operation and service and obtaining the right sort of response is essential.

THE FRANCHISE

Pizza GoGo presently have a total of 90 units operating in the U.K., producing high profits. The company aims to increase the number of its units to 100 by the year 2009.

NOW AVAILABLE FOR FRANCHISE

Units are available throughout the U.K. with an excellent track record.

The franchise package includes:

- Full franchise back-up service
- High profile image
- Promotional support
- Superb colour menu
- Grand shop openings

The franchise package is also available for COLD START units.

INTERESTED?

Contact us on

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