



Check the website for more information



# THE FAT PIZZA: YOUR MODERN FRANCHISE OPPORTUNITY



GAME CHANGER

The Fat Pizza

#WINNER2018



# Contents

-  **Mission Statement** . . . . . 02
-  **About The Fat Pizza** . . . . . 03
-  **What is The Fat Pizza?** . . . . . 04
-  **Operational Excellence** . . . . . 05
-  **The Technology** . . . . . 06
-  **Digital Marketing** . . . . . 07
-  **The Master Franchise** . . . . . 08
-  **What This Means For You** . . . . . 09
-  **An Opportunity waiting to be Explored** . . . . . 10
-  **What We Look for** . . . . . 11
-  **The Ideal Franchisee** . . . . . 12
-  **Our Success is your Success** . . . . . 13
-  **It's a partnership** . . . . . 14
-  **Initial Working Pilot** . . . . . 15
-  **Initial Master Franchise Costs** . . . . . 16
-  **Next Steps** . . . . . 17



# Mission Statement

- 🍕 Make the Best Delivered Food Around
- 🍕 Use technology to automate, innovate and be better than all our competitors
- 🍕 To promote our **BIGGER, BETTER, FRESHER** ethos fully to all customers
- 🍕 Value all our customers as the start of a long term relationship
- 🍕 Focus on Local Store Profitability at all stages





# The Fat Pizza

The Fat Pizza began franchising in the UK 2020. The franchise has since grown rapidly and currently has plans to get to 100 sites within the next 9 months.

By the end of 2024, The Fat Pizza will be the 4th largest pizza brand within the UK behind Dominos, Papa John's and Pizza Hut.

The Fat Pizza is flexible with its choice of location. We have high street stores, delivery-only commercial kitchens, pure kitchen space as well as restaurants and pubs and bars.

Our strong focus on delivery and peerless use of technology means that we can open stores very rapidly. A store can be converted to Fat Pizza within 4 weeks.

## “It's not just Pizza...”

In addition to The Fat Pizza, we have complementary virtual brands on the Aggregators. These allow us to maximise sales for each franchised location and increase profitability further.

**Customers order again sooner and more frequently than other chains!**



**We will be in your country soon... will YOU be leading it?**



# What is The Fat Pizza?

## It's not just Tech!

Customers at The Fat Pizza believe that we have the best delivered pizza around. Whilst consumers may order weekly from other takeaways, we define regular customers as those that order multiple times in a week.

The Fat Pizza aim is to gain customers for life, not just for when they receive an offer. Our pizza is easily the best in the marketplace and at present around 10% of new customers actively phone us back to compliment us on our food.

The Fat Pizza has been set up by a team that has franchised in the past with the major players in the pizza industry, We focus on great quality with a simplistic pricing structure. We simply do not offer deals!.

## Our Secret Dough Recipe

Our pizzas are made straight from flour using our unique secret dough recipe and great care is and has been taken to ensure that all products and ingredients are of the best quality and freshness.



**Remember.. It's not just Pizza,  
It's Burgers, Gelato Desserts, Milkshakes and Bubble Tea**

# Operational Excellence

The Fat Pizza operation was designed using metric analysis to ensure we could deliver the best customer experience. While making it as efficient as possible.

We continue to invest in our operations to ensure that we are at least one stage ahead of our competitors at all times, we are usually the first to try new techniques to deliver food faster.

We take our orders centrally for three main reasons.

- Calls are taken professionally by experienced ordertakers who are trained to upsell and increase ticket averages.
- Our franchisees are able to concentrate on delivering the best product fast whilst saving labour costs in each store alongside having management oversight.
- Store performance and feedback is measured in real time. Problems and bottlenecks identified by the call centre immediately.



**Our Orders are Centrally Taken, Locally Delivered!**



# The Technology

The Fat Pizza has embraced new technology in order to gain strategic advantages against its competitors.











We do not introduce technology just for sake of it, we make sure everything we add makes a difference to efficiency, profit or marketing.

That's why we are the first chain to use chatbots to get customer reviews and to provide us with real time feedback on how we are doing.

## Focus on Technology

We have introduced:

-  Real time driver-tracking
-  Automated Driver Dispatch
-  Digital Operations Management
-  Digital checklists and instructional videos for all menu items
-  Automated review management using chatbots
-  Facebook Messenger Ordering and Group Ordering
-  Pioneered "FatSpots"
-  Automated Inventory and Ordering Systems

## The 21<sup>st</sup> Century Pizza Chain

# Digital Marketing

Targeted marketing using novel and unique techniques to generate ever increasing and measurable returns.

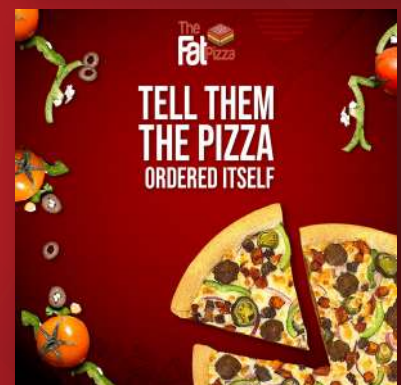
Data Led "Stereo Marketing" pioneered by our founder to ensure that when the consumer is thinking of ordering out - They are already thinking of The Fat Pizza



Our specialised marketing is the key to our success at The Fat Pizza. We actively strive to be the best and early adopters of novel techniques in order to gain and grow our pool of customers.

Our marketing is a mixture of centrally managed and franchise managed programs.

We have tried and tested many marketing techniques and have the best practice for each ready to test in all markets.



**How much do we spend?  
It all depends on the ROI we can achieve!  
Modern Marketing that's results driven!**



# The Master Franchise

The Fat Pizza is now looking to expand its existing operation through new strategic partnerships with local Master Franchisees.

Embarking on a journey as a Master Franchisee with The Fat Pizza places you in a prime position to delight your future franchisee partners. Leveraging our established formula, revered brand image, industry expertise, and robust technological platform, you are well-equipped to guide franchisees towards establishing prosperous and thriving businesses.

Our proven franchise system serves as a blueprint for success, empowering you to cultivate a network of profitable ventures which in turn will make you successful.

We are looking for territorial leaders with a strong demonstrable track record of success who can recognise an exceptional business opportunity.



**A Tech-driven UK Franchise that sells customers what they desire.**

**30 YEARS EXPERIENCE IN THE FAST FOOD SECTOR  
- AND THAT'S JUST THE FOUNDER!**

# What This Means For You

-  Proven **Business System** in the form of complete sales, marketing, product, IT and operational support systems.
-  **Protected** Industrial and Intellectual property rights.
-  Full knowledge and **Support** of experienced franchisor team from our HQ, set up, service portfolio, pricing strategy, and other marketing material. From business launch to management and development of your Fat Pizza territory.
-  The opportunity to form part of a franchise system as a Master franchisee with **consistently successful** track record in the UK.
-  The **opportunity** to become a Sub-Franchisor establishing your own sub franchise network.
-  The **expertise**, experience and commitment of the highly qualified franchisor team.
-  The **knowledge** that you can successfully replicate the concept and our success.
-  The **benefit** of utilising fully developed sets of policies and procedures thereby reducing the risk of failure.
-  The **assurance** that you have a serious, knowledgeable and dedicated franchisor to offer full training and support in all preparatory and operational aspects of the business.
-  **Content Management Information** system to help you manage your and the sub franchisees businesses.
-  A solid and pioneering **Tech Stack** to facilitate ordering online and through aggregators.
-  A **system** that has generated continuous positive results and unique return-on-investment since 2021.
-  **Continuous R&D** to develop new course contents and business propositions in this sector and further material design and development.
-  Store design **knowhow** for your sub franchisees.
-  All material **adapted** and supplied.
-  **Opportunity** to new food and beverage offering using existing.





# An Opportunity waiting to be Explored

Being a young company compared to our rivals, we are uniquely placed to see and adapt to the changing consumer trends and take advantage.

Our unique system can allow us and you, to train and run franchisees over video. We make our system as easy as possible so that training and operational difficulties are kept to a minimum.

The Fat Pizza is continuously evolving and use technology and operations to remain at the forefront of the industry. Our dispatch system, internal operations and product always led the way in the industry.

It's always the case that what worked last year, won't necessarily work this year! We evolve.







The Fat Pizza is unique in that we are looking to maximise sales using multiple channels.

COVID accelerated trends towards delivery and convenience. The aggregators are taking the place of traditional well-known brands and consumers expect more.



# What We Look for

The individual qualities we look for:

-  A strong knowledge and awareness of the local food delivery markets in the delineated territory – this gives the edge over the competition.
-  Access to the financial resources to develop and then continue to support The Fat Pizza Master franchise business on an on-going basis.
-  Access to relevant banking, taxation and legal matters.
-  A proven ability to appoint and lead a sales team to recruit the sub franchisees should the need arise to assist in achieving the stated objectives and ensure business success.
-  An astute business mind.
-  A strong customer service in this sector with focus to build the brand and establish its leading presence in the marketplace.





# The Ideal Franchisee

The Fat Pizza is eager to collaborate with a proactive business entity or individual capable of heralding our brand's expansion as a Master Franchise in a new territory. We are specifically seeking:

**Entrepreneurial Spirit:** An enterprising business or individual eager to venture into new commercial challenges within the takeaway and delivery sector. If a business, it must be guided by individuals ready to dive into fresh commercial challenges.

**Proven Track Record:** Candidates with a history of steering successful businesses, preferably with prior experience in the franchising sector, and committed to accelerating return on investment through rapid business development.

**Leadership and Management Skills:** A dynamic leader adept at cultivating a motivated team, focusing on superior service and product quality that aligns with The Fat Pizza's brand ethos.

**Communication Prowess:** A skilled communicator with outstanding presentation and people skills, coupled with an ability to connect with the typical client market sector, fostering strong relationships and brand loyalty.

**Adaptive Strategies:** An individual capable of meeting the evolving needs of clients and sub-franchisees, adeptly adjusting to their expectations and demands even in high-pressure environments.

**Physical Resilience:** An individual prepared to meet the physical demands that come with running a bustling and growing business.

**Alignment with Brand Values:** Above all, we desire a partner who harbours a deep passion for our brand and systems, embodying The Fat Pizza's values and committed to propelling its legacy to new heights through integrity and excellence.



# Our Success is Your Success

Good local knowledge is a strength within Fat Pizza. Marketing is always locally focussed to utilise the benefits of digital media channels and take advantage of local opportunities.

We know that it is the strength and success of our strategic partners that makes all the difference. It is for this reason that we believe that your business acumen, expertise and local knowledge of your market, together with our proven system will be a formidable partnership.



Embark on a journey of unparalleled success and growth with us, a thriving entity that consistently scales new heights of excellence.

## OUR EXPERTISE



Expertise that amplifies your efforts, propelling you towards substantial business success and profitability in record time.



Expertise that has cemented our esteemed reputation across the UK.



Expertise that consistently positions us a step ahead of our competitors.
















Expertise that has catapulted our brands to the pinnacle of visibility in the UK.



# It's a partnership

As your committed partner, it will be our mission to bring you unbeatable support to enable you and your business to excel in your local territory

We will support you with:

-  A proven and tested concept.
-  Full support in setting up your master franchise office and your initial FAT PIZZA units.
-  Supply of all marketing Material.
-  Advice on appropriate support system.
-  Supply of all IT systems.
-  Advice on pricing strategy.
-  Fully developed sets of policies and procedures thereby reducing the risk of failure.
-  A fully integrated CM Software which enable you to run your business efficiently.
-  Support in connecting you with delivery and aggregate companies.
-  Training staff on how to run the units and how to be a master franchisee recruiting and supporting sub franchisees.
-  A lengthy Master Franchise development agreement with automatic renewal (subject to fulfilling set criteria) with rights to sell sub franchises in your exclusive territory.
-  A system that has generated continuous positive results and unique consistent return-on-investment.
-  Continuous system and product development to offer you new routes to market and enhance operating methodologies.



# Initial Working Pilot

In order to demonstrate proof of concept, at least one pilot store would need to be planned, created and run successfully.

At Fat Pizza, we do believe in demonstrating success in to provide credibility to the brand.

At least one pilot would be required the format of which will be decided by local factors. (Shopping mall, restaurant, delivery only kitchen etc)



We can use the initial working pilots to advertise to prospective franchisees and "battle test" the menu and marketing initiatives.

The store level Profit and Loss will be derived from looking at figures achieved from the pilot as well as our experience within the industry.





# Initial Master Franchise Costs

it is difficult to determine the exact level of investment required in different markets, in our experience each master franchise business will require an estimated set-up investment of of under \$275,000, which would include the set up fee for a pilot to demonstrate success to prospective franchisees.

This figure will vary depending upon the initial license fee dependent up on the country/area the master franchisee is looking to operate in.



This does not include payroll for the franchisors' team.

Franchisee would then be free to set up a pilot to prove concept before launching the franchise.

There would also be an ongoing franchise royalty and management services fee.

A full breakdown is available further in the application –but we would aim that the franchisor would be making substantial profits in Year 2 which makes it an ideal investment for someone looking for an opportunity.

**For more information, please  
apply by scanning the QR code**





## Next Steps

The foregoing has been just a brief overview of FAT PIZZA concept and the requirements of a potentially successful franchisee.

If you would like to find out more about the opportunity, then please visit us on [www.fatpizzafranchise.com](http://www.fatpizzafranchise.com) and register your interest.

**Scan QR Code Here to Apply**

