

## Join the revolution in pizza delivery and become an **easyPizza** Franchisee

A large percentage of franchises become a success while an equally large amount of start-up businesses fail. This is because becoming a franchisee gives you the freedom of being your own boss while using an already established and well-known brand.

Stelios, the serial entrepreneur and **easyGroup** chairman has created a brand throughout Europe, which represents value for money. He has re-engineered many businesses to make them more efficient. In each case he has used innovation to make services and products more affordable to consumers, and as a result he has grown the size of the market in each business.

This business efficiency is also available to franchisees of the '**easy**' brand as it allows candidates to enter their market place at a much lower investment level.

### The Concept

#### **Pizza Delivery is the latest venture to be branded with the easy stamp**

Delivering a unique franchise system, cost has been striped out of the traditional model in a variety of ways to reduce investment levels, pass significant savings onto customers and still maintain very healthy profits for the franchisee.

#### **Centralised Pizza Kitchens**

**easyPizza** has developed a bespoke range of very high quality fresh dough pizzas. Pizzas will be delivered fully finished to site, radically reducing both the equipment levels needed on site and the labour needed to make pizzas. Not only will this ensure product consistency for the brand but it will also speed up service at times of peak demand.

#### **'Labour free' customer ordering from the Franchisee**

With the development of online ordering and a central phone number that routes customers through to a fully manned call centre, **easyPizza** takes the pressure off the local franchisee to employ extra people to take calls. Telephone costs are passed directly on to the customer ensuring that the franchisee is not penalised for offering such an advanced system.

#### **Low Rent and Rates**

Our pizza delivery outlets will stand away from the High Street to avoid the high rent and rates costs associated with these locations. The incremental revenue from customers who walk-in while passing by does not justify the high rent premiums.

#### **Win Win all Round**

With the strip out of all the equipment required for producing pizzas on site, and handling all the calls from customers who do not buy online, **easyPizza** has made a significant reduction to the investment levels required to own a franchise. In addition the change in location and the reduction in running costs from our innovation allows us pass on savings to customers and protect franchisee profits.

### Franchising: enjoy the benefits offered by a big brand

As with all big brands, even if the product is new there is a degree of confidence that you get access to the best prices and the support of an experienced team.

We will be offering additional financial benefits to reward our first franchisees to sign up.

All enquires should be channelled via e-mail through to:

**ali.aliev@easyGroup.co.uk**

or

**sandra.parkinson@easyGroup.co.uk**

### First Site to Launch on Friday 17 December 2004

Our first **easyPizza** site, owned and operated by the **easyGroup** is due to open in Milton Keynes on Friday 17 December 2004.

