



## **Preliminary Business Plan**

This is to be submitted as part of the application for potential International Franchisees.

Pizza Inn can help you become an expert in the business of pizza and restaurants; we have 48 years of experience! What we require from you is an expertise in conducting business in your local market. We can provide guidance on the knowledge that you should have, but your success will require that you have a very thorough understanding of how to effectively conduct business in your market area.

This preliminary business plan will help you investigate and understand your market. The source of the information will vary, but you should be able to find all of the information and then provide it to Pizza Inn in a format that will help us understand critical details of operating a restaurant in your chosen market.

Your preliminary business plan should focus on these four core areas: the qualifications of yourself and your management team, the business and regulatory requirements imposed by the government and authorities, the current activities of restaurants and customers in your market, and how you will develop the Pizza Inn brand within your market. We do not require details of marketing, income, construction, occupancy costs, or proforma Profit & Loss statements until after you attend a Discovery Day at the Pizza Inn Headquarters.

### Elements of the Preliminary Business Plan

- A) Defined market area that you would like to reserve
- B) General overview of the business and regulatory environment
- C) Anticipated development including number of units and concept types
- D) Locations and site availability, types and costs
- E) Financial resources and allocations
- F) Demographic study of the market with focus on dining habits
- G) Competitive survey, both direct and indirect, including marketing information
- H) Information about your qualifications
- I) Qualifications of other principle operators of the franchise

This preliminary business plan should be concise and very specific to the market that you are interested in developing. The presented information should not be over weighted with detail, however it should present a very complete overview of the topics.

Pizza Inn will use the information, along with additional information from other sources, to determine the risks and opportunities of entering your chosen market, as well as evaluating and guiding your franchise to maximum success.