

Frequently Asked Questions

Q. How much would Chicago Pizza Franchise cost me?

A. The initial set up cost would be around INR 20-25 lacs for the Stand Alone model at 350 sq. ft. and INR 15 - 20 lacs for the Takeaway model at 150 sq. ft.

Q. How long does it take to open Chicago Pizza Franchise?

A. After signing the formal agreement it normally takes 1-2 months to start the entire operations.

Q. Do I need a license to open Chicago Pizza Franchise?

A. As per the location, local municipal licenses which applicable for F & B along with of course you need to sign the formal legal agreement.

Q. When can I break even?

A. The break-even point varies from outlet to outlet as it depends on variety of factors such as overheads, operating cost and business performance .However the USP of this business is the faster pay-back period and the average break- even point of 2 years.

Q. Where are you selling Chicago Pizza franchises?

A. A PAN India approach is planned for Multi Unit franchisees with initial phase beginning with major cities. For Unit Franchisees Delhi and NCR regions will be approached.

Q. Do I need to be currently from F&B background to be accepted as a Franchisee?

A. Prior experience in F&B background is desirable but not mandatory. Our franchise program is designed in such a manner that it assists a new franchisee in all the areas of operations.

Q. How will chef and the main staff training be taken care of?

A. The company will provide training to chef and the main staff prior to start of the operations. We will also conduct a training and orientation program for the franchise owner, on how to manage the operations of the business. The company will also provide re-fresher courses from time to time.

Q. What is the term of the franchise agreement?

A. The initial agreement is for 5 years, with an option further renewal. Renewal of the agreement is subject to mutual agreement of both the parties.

Q. Do you provide any business aids?

A. ` We provide business aids, in fact we start helping you from the set up phase; we will help you from designing of the clinic, fit outs, fixtures, staff recruitment and software training to help with day-to-day operations.

Q. How will advertising be handled?

A. Local advertisement will be done by the franchisee and national level advertisement/promotions shall be carried out by Chicago Pizza.

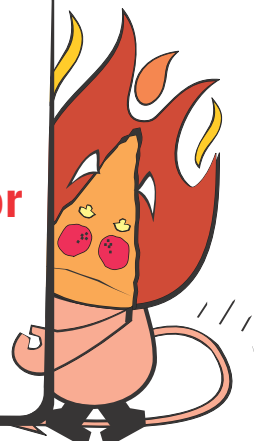
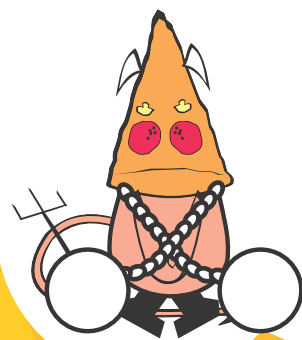


Winner of Best Pizza Award



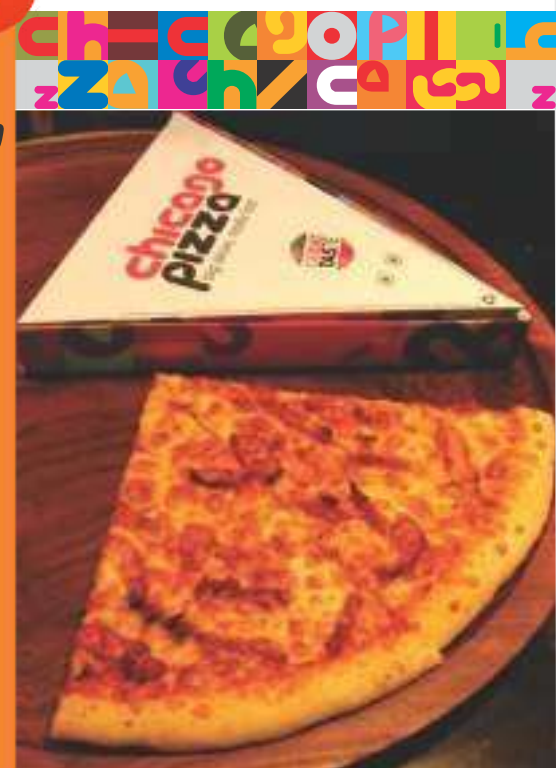
Winner of Best Pizza Franchisor Award

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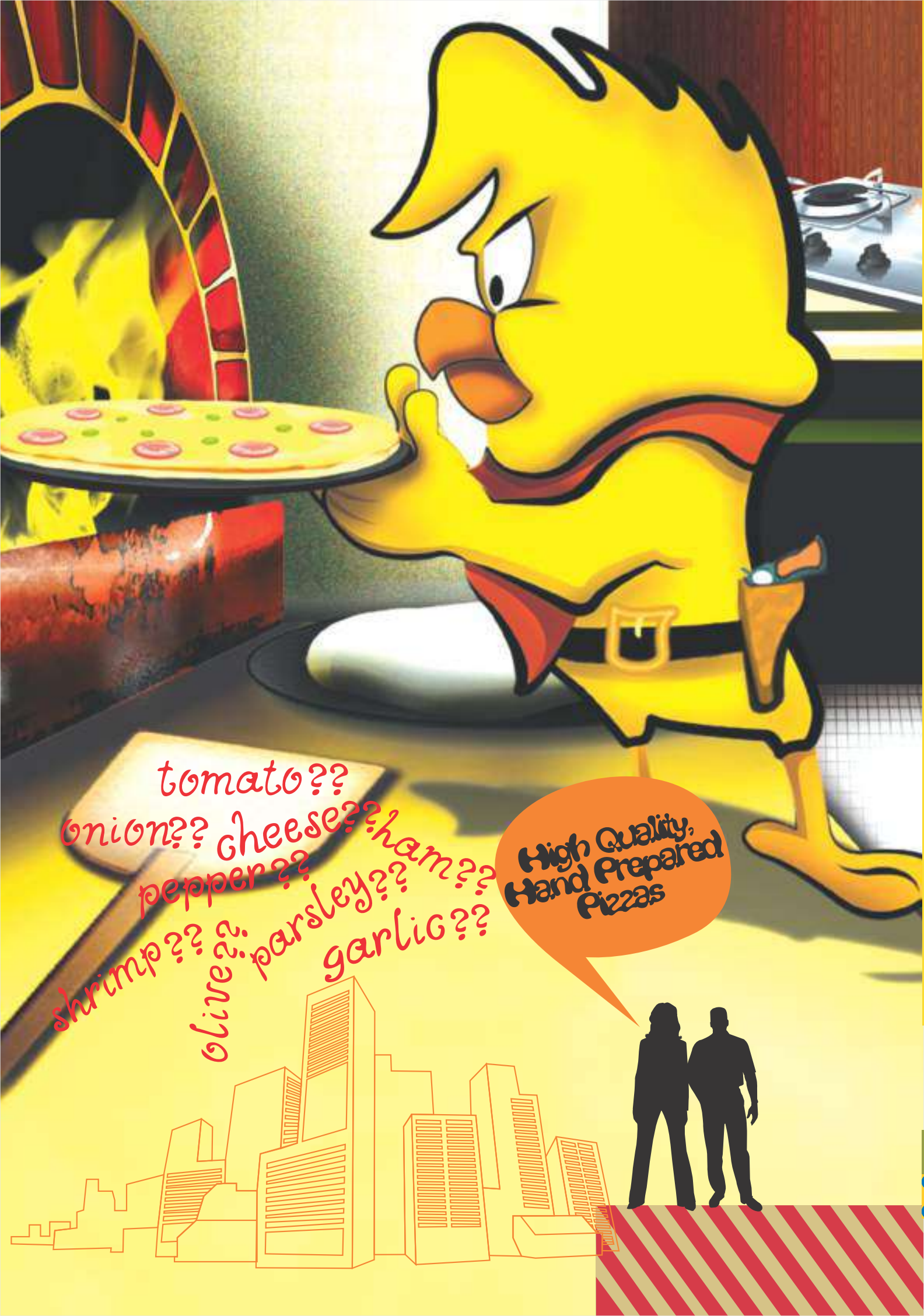
Personalization



**Embrace
success**

**Control
Your Destiny**





Welcome Note Dear Associates,

Chicago Pizza launched the "Build Your Own Slice" phenomena in the Quick Service Restaurant market of India in August 2008 in Khan Market, New Delhi. The innovative idea of individual slices provided the consumer with a choice of personalizing every slice, a concept unique to the Indian market. The idea was amazingly well received and appreciated by consumers, media, partners and potential investors/franchisees alike and since has enjoyed an excellent brand value in the market.

Chicago Pizza is a registered brand of Neo Palates Pvt. Ltd. a Food & Hospitality company incorporated in July 2007. The concept and brand of Chicago Pizza was developed under technology transfer from IL, USA, with the taste adapted to the Indian palate.

Chicago Pizza is committed towards providing customers and investors with the best pizza experience at all its outlets; be it company owned or franchise. Delivering the best experience can be achieved only through serving delicious fresh food and great customer service backed by superior ingredients and well trained staff.



To ensure that every franchisee has quality ingredients, the ingredients are sourced from quality suppliers and assembled together to provide consistent quality and rich, great tasting pizzas. The chef and mid-management are hired from well renowned multinational chains and are meticulously trained empowering them with in-depth back-end and customer service standards.

Chicago Pizza's success is not only great tasting food and uniqueness of the concept but the underlying processes that allows the business to operate with great efficiency. It has a streamlined business model which delivers high quality, fresh, hand prepared pizzas with great competence.

We believe our unique single slice pizzas are the best in the business, and that our franchise opportunities are equally fresh and exciting. Towards this end we invite young, enthusiastic and innovative entrepreneurs to join us in our exciting venture.

Sincerely,

Rohan Bindal (Founding Director)
Vishal Kapur (Founding Director)



QSR Making Strides in the F&B Industry

The Indian Food & Beverage (F&B) industry has seen a huge shift over a last few years! Constantly evolving socio-economic trends in India such as the increasing disposable incomes, urbanization, working women, changing dietary habits, and a substantial middle class that enjoys eating out, have all contribute to this change. To cater to this evolution many new restaurants and dining options have sprouted, of this the most popular is the Quick Service Restaurant (QSR) or fast food outlets with takeaway options.

Another trend that is fast becoming popular in QSR is the acceptance of pizzas as a complete meal; this may be due to the aggressive marketing and media communication by the leading players like Pizza Hut and Domino's.

Invest in a Growing F&B Market



- India's F&B is currently valued at \$11 billion and accounts for the largest share, at more than 70% of the total retail pie.
- The core customers for fast food are in the age group of 20-35 years. Youngsters (18-20 years) taking up part-time jobs coupled with rising salaries also lead to higher discretionary spending on food.
- Compared to 2.7 times a month in 2003, urban Indians now have a repeat outdoor SIX times in a month.
- In India, 30 % of working singles eat out at least once a month, with a majority spending between Rs 101 to 150.
- With increasing population, changing food habits, working women and increasing urbanization, the consumers' needs for meals prepared outside of the home, including takeout, has increased significantly by 67%.
- Franchise is the most popular route for business development by Food companies as is being witnessed across various sectors like Fine-dine, QSR, Kiosks, Cafeterias, Pizza Chains etc.
- The organized pizza market, which comprises of MNC chains and big brands is worth around Rs. 1400 crore and is growing at a rate of 20 - 25 % annually.
- Keeping in mind the local flavours, the pizza has been Indianised; the crust is Italian, but the toppings are essentially Indian.

Keeping the industry growth and trends in mind this is an ideal time to invest in the F&B sector, especially in the fast food segment. Chicago Pizza with its unusual single slice concept has been well accepted by consumers and offers its franchisees a strong concept backed by excellent support structure.



Great Taste in Every Single Slice

Chicago Pizza is the first Indian pizzeria to develop the concept of selling huge single slice pizza. Customers have the choice of ordering individual slices of pizza with the flexibility of customizing their slice with an assortment of fabulous tasting toppings. This is a great idea for families or large groups with divergent topping tastes as each member gets to choose as many slices of whatever topping type they wanted, whilst being economical.

It is a unique idea that offers slices of pizzas freshly assembled and cooked, served hot with the convenience of having it on the spot, takeaways and home deliveries. The concept focuses on great taste, diversity of products and convenient delivery, distinguishing it against all other pizza concepts.

Another great innovation of the pizzeria is the localization of the menu to suit local tastes, adaption to Indian palate has been its forte for success. Along with great tasting pizza slices, the menu also offers Pastas, Panini, Sandwiches, Beverages and is in the process of adding salads, low calories food options, cake slices, in order to cater to a more diverse clientele.

Chicago Pizza was conceptualized by young entrepreneurs Rohan Bindal, Vishal Kapur and Arvind Kapur, third generation

entrepreneurs with a solid academic background and business grounding.

Their main idea of the pizzeria was to keep it simple and offer a mass product in a new type of presentation offering a great range of choices. Their main plan was to keep the process simple - compact locations and systemized operations that are easy to scale up; as the name they picked suggests: 'Chicago Pizza; big slices, really fast'.

The first 'Chicago Pizza' outlet was established in 2008 in Khan Market, New Delhi. After its successful launch the pizzeria diversified into high-street areas, malls, corporate locations, cinema halls, deliveries and catering. Today the pizzeria consists of 5 company owned outlets in Khan Market, Select Citywalk, Connaught Place, Pacific Mall, GK1-M block and Rajouri Garden and 4 upcoming outlets in high street areas.

With steady future openings, fierce commitment to quality and strong franchise-focused support structure, 'Chicago Pizza' will continue to deliver great taste and a great experience'!

“Chicago Pizza has been recognized as the Best fast food Pizzeria in the country, and has Won the Best Pizza Award for India, organized by 'Hindustan Times' where it competed against brands such as Dominos, Pizza Hut, Papa Johns and Fine dine venues having Michelin experience.”



Best Pizza Award for India.



Franchise Opportunity in the Pizza Pie

At Chicago Pizza, we believe that we have what it takes to create a successful franchise. We believe through our proven business models and our smart, interactive operations style franchisees will enjoy inherent advantages of starting their own successful, quality pizza business.

We offer the First mover advantage as the concept is truly unique and path - breaking combining the single slice concept with the freedom of choice!

We stand out!

- Our idea appeals to all age groups, it does extremely well in and around colleges and universities, shopping malls and commercial complexes, where families and groups can order slices according to their individual tastes and within budget.
- Standardized recipes and processes developed for every outlet.
- Scalable business model-Multiple sites can be quickly launched with a consistent quality of product, service and internal checks from day one.
- Chicago Pizza regularly caters at events and parties, Clients include Delhi Golf Club, NIFT, IIT, Delhi University, Select Flea Market and private parties etc.
- We have also catered at Rock Shows, Christmas parties and Football tournaments.
- Our concept of Build Your Own Slice is unique in the Indian market.



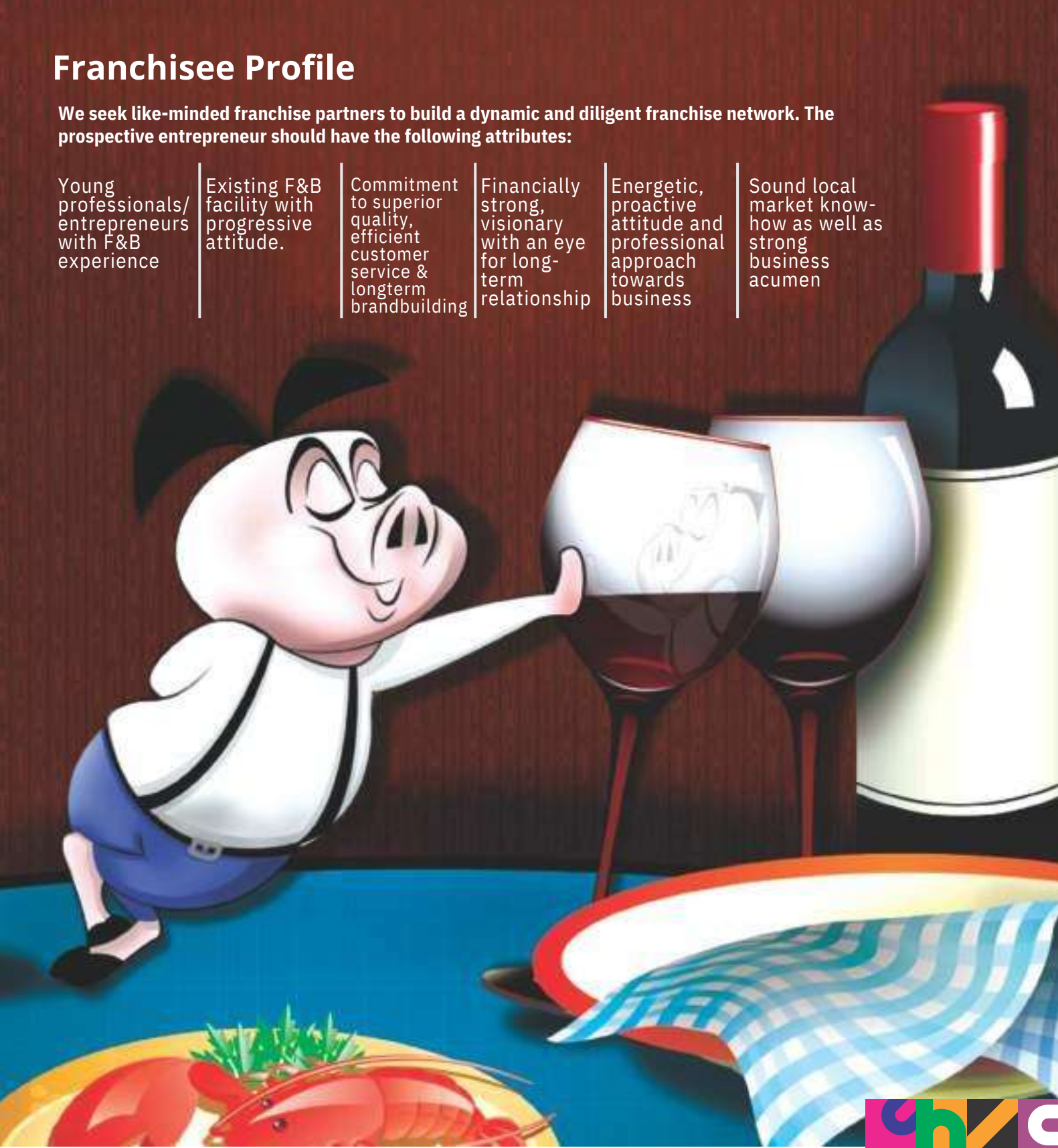
Franchise Facts

Model	Area	Investment	Franchise Fee	Target City	Target Area
Standalone	350 Sq. ft.	INR 20-25 lacs	INR 7 lacs	Delhi & NCR (Unit) PAN India (Multi-Unit)	High street / malls, commercial places, business hubs, airports / multiplexes
Takeaway	150 Sq. ft.	INR 15-20 lacs			

Franchisee Profile

We seek like-minded franchise partners to build a dynamic and diligent franchise network. The prospective entrepreneur should have the following attributes:

Young professionals/entrepreneurs with F&B experience	Existing F&B facility with progressive attitude.	Commitment to superior quality, efficient customer service & longterm brandbuilding	Financially strong, visionary with an eye for long-term relationship	Energetic, proactive attitude and professional approach towards business	Sound local market know-how as well as strong business acumen
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Franchisee Support

With a view of achieving a smooth and well aligned support system, we have devised a systematic assistance program for you including the following services:

Set up Support
Chicago Pizza will provide you with assistance in all aspects of locating and setting up. This assistance includes demographics and on-site visits, necessary regulatory approvals, architecture and design, equipment lists, purchasing guidance, monitoring of kitchen setup and multiple site visits.

Training Program
Chicago Pizza will provide franchisees with in-depth training support and material which will cover quality checks, accounting, reporting, point of sales, customer service standards, etc. Special training will be provided to the Chef and the main staff.

Supply & Sourcing
Chicago Pizza will handle the sourcing and procurement of goods. We will also provide vendors for aforementioned services in accordance with supply chain guidelines. (3rd party logistics & supply chain implemented).

Equipment
We will provide you with a detailed list of equipment you will need to open your own Chicago Pizza. This encompasses a full range of major equipment, including ovens, coolers etc.

Recruitment
Recruiting the right man power is very critical for the success of your business therefore; we will help you in the recruitment process. Chefs and mid-management will be hired from well renowned multinational chains.

Motivation of Manpower
Managing employees becomes quiet challenging at times. We will share our experience with you with regard to motivating staff with training incentive programs thereby equipping you with tools to build a quality team.

Technology Support
Our detailed manual will keep you updated with software and hardware support required to run the business in an organized manners both in the front end and at the back end.

Marketing Knowledge
To save you from the costs of experimenting on advertising, we will share our experience and knowledge with you on how to market and communicate the brand and the store proposition. A detailed marketing plan will be designed to assist you in increasing and retaining customer base.

Administering Advice on Inventory Control
We will advise you on how to efficiently set up, control and manage the inventory.

Systematic Assistance Program for you

