

 **FIGARO'S PIZZA**®



Start your Figgy
FRANCHISE
UPDATED 2021



BE THE PRESIDENT OF YOUR OWN COMPANY

Be the boss. Instead of making a lot of money for everyone else, the time is right to make it for yourself. Regardless of how productive your efforts have been, the results and amount of money in your pocket are still the same. The time is right to build your own assets and equity. You deserve it. And we have just the right vehicle to make the move.





FRANCHISE SUPPORT

Because we are a mature company with more than 40 years of history, we know what works and what doesn't. We also know how to maintain the standards of quality for which our products are known. This is the reputation we have gained, not by accident, but by design. The long-time relationships we have with our vendors are based on their supporting our demands for quality at affordable prices. Once you taste Figaro's Pizza for the first time, you too will understand why we say we have "flavors that sing®".

We support all of our franchisees with an amazing amount of training, tools and services. Our training program is extensive and includes both classroom instruction and on-the-job training.

Some of the topics we cover during training include

- Site Selection
- Pre-Opening

- Day-to-Day Store Operations
- Food Preparation
- Hiring and Training Employees
- Delivering a Superior Customer Service Experience
- Ordering Inventory and Supplies
- Business Management
- Food Cost Management

Our support continues once locations are open and operating. Our franchisees are assigned Field Service Representatives whose main objective is to help you generate more revenue and make more profit. They spend time with you tracking and managing food and labor costs and ensuring customer satisfaction. Our Field Service Representatives are available through both telephone and in-store visits and are invaluable in the operation of our franchisees' businesses.



MARKETING

Effective Marketing and Advertising Strategies and Tools

We know who to target in each market and have created effective consumer level sales and marketing strategies that generate sales. Our business is based on repeat customers who are loyal and love our products. The Figaro's Pizza Marketing Department begins working for you long before your location opens its door for business. They spend time with you, they will assess and research your local promotional opportunities and create consumer awareness strategies.

Grand opening campaigns

These are designed to create instant brand awareness to bring customers into your Figaro's Pizza. Every campaign is tailored to your individual market and trading area and features proven advertising tools.

You will have access to professionally designed promotions intended to reinforce our reputation of serving high quality products. This includes in-store promotional displays as well as glossy newspaper inserts and direct and shared mail pieces. Radio and television commercials are also available to you at no cost to assist you in promoting your Figaro's Pizza business.



FIGARO'S PIZZA.



WORLD-CLASS ORGANIZATION, WORLD-CLASS PRODUCTS

It is not often that you find this type of combination in a franchise opportunity. A great product and a great organization, Figaro's Pizza has assembled the best and brightest people in food-service, operations and training, marketing, franchising and business management. These people have one goal in mind: to help make you as successful as possible as a Figaro's Pizza Franchisee. Regardless of whether you own one location, three locations, or a large geographic territory, our professional staff will support you in your own personal goals and ambitions.

We invite you to learn more about our very unique and targeted business opportunity. This is a fun business that caters to almost every one in every market. You will love what you do and have the opportunity to significantly increase your stature, image and future. You will own a business supported by people just like yourself who were tired of working for someone else and making everyone else very wealthy. Now is the time to take your assets and resources and turn them into your own business.



LET'S DO THIS!

Now is the time to take your assets and resources and turn them into your own business.

To learn more, call us at 1-888-344-2767 Ext 103.
(International: 001-503-371-9318 ext 103) We would love to share more information with you about owning your own Figaro's Pizza franchise.



NEXT STEPS

Is Figaro's Pizza the right fit for you and your goals? We will guide you through our mutual qualification process so we can assess one another and come to an informed decision. The following are the steps in this process:

Step 1: Review the Initial Information Package

This package provides an overview of the Figaro's Pizza franchise and the different franchise structures available to help you launch, grow and manage your own business. We have also included our franchise application. This should be completed at your earliest convenience and faxed to us.

Step 2: Call to schedule an in-depth conversation with a Figaro's franchise sales director.

We will discuss the Figaro's Pizza opportunity in detail.

Step 3: Discovery Day

Once Figaro's Pizza and you have decided that there may be a good fit, you will be invited to attend one of our Discovery Days. During the Discovery Day, you will have the opportunity to explore the Figaro's opportunity up close, sample the great Figaro's products, meet several of the company's key executives and receive a copy of our Franchise Disclosure Document.

Step 4: Due Diligence and Candidate Review Committee

Once you have concluded your Discovery Day visit you should continue your due diligence by reviewing the Franchise Disclosure Document. We may also ask you to submit additional information. We will present your business and financial qualifications to our Candidate Review Committee. Upon approval, you will be granted a Figaro's Pizza franchise opportunity. At this time you may want to either contact some of our franchisees or reach out to us to answer any final questions you might have.

Step 5: Decision and Acceptance

Congratulations, you may now execute your franchise agreement and purchase your Figaro's Pizza franchise opportunity. Your next steps will be to work with our store development personnel to secure a location and then prepare for the initial training program.

Figaro's Pizza is growing! If you are ready to take control and build equity in yourself instead of someone else, do it now, The time is right and Figaro's Pizza is the right opportunity.



HISTORY OF FIGARO'S

Figaro's Pizza began in 1981 as the dream of two entrepreneurs, Corkey Gourley & Al Debacker in Salem and Albany, Oregon, who wanted to meet the needs of busy families. In an era when both parents often work outside the home and there's a universal demand for speed, quality, value and convenience, you can well understand Figaro's Pizza's popularity as a partner in mealtime preparation.

Our niche, "We Bake or You Bake" provided a unique and enviable position in the competitive and growing pizza business. That element is the cornerstone of two of the four business models available to you today.

In June of 2001, Figaro's was purchased by Ron Berger, a franchise veteran of 25 years, and his associates.

Prior to Figaro's, from 1980 to 1988 Ron founded and served as Chairman, Chief Executive Officer and President of National Video, Inc. which he grew to 746 stores before selling the company. Ron founded and served as Chairman and Chief Executive Officer of Rentrak Corporation in Portland, Oregon from 1989 until 2000. Several years ago, Rentrak's valuation or 'market cap' on the stock exchange reached one billion dollars.

Ron has served three terms as a member of the Board of Directors of the International Franchise Association.

Ron put into place a plan for Figaro's Pizza long term growth. It began internally by creating an infrastructure to support franchisees and now, with several all-new state of the art store designs, all-new brand positioning and delicious, unique pizza and other foods, Figaro's Pizza is poised for rapid expansion.



WHAT MAKES US UNIQUE?

Figaro's Pizza Unique Selling Proposition centers on our food and its value. A Figaro's Pizza truly has "*Flavors That Sing®*" because of the ingredients we use and the recipes that we follow.

The foundation of all good pizza is the crust. At Figaro's Pizza, we make dough fresh daily in our stores using a proprietary blend of components that leads to a crust that bakes up light and crisp both in our stores as well as the customer's oven at home. And that's just the beginning.

We take just as much pride in what goes on top. We have a unique blend of fresh sauces. Our red sauce, for example, contains imported extra virgin olive oil, We use only 100% REAL Mozzarella cheeses, our vegetables are never canned or frozen, our leaner meats have no fillers and none of our pizzas contain added MSG. Our pizzas contain no trans-fat. The distinctive, unique flavors that come from these ingredients are combined in terrific recipes which enhance the superior tastes. All of these factors, plus generous topping portions, leads us to proudly claim that Figaro's Pizza has "*Flavors That Sing®*"!

Our delicious taste and abundant portions leads the consumer to see that Figaro's Pizza is a great food value – an important attribute to families.

Since 1981, Figaro's Pizza has been making pizza and other products consumers love – calzone, salads, breadsticks and more. When you add in an extensive training and support system, you can see that Figaro's Pizza is a very attractive business opportunity.



FAQS

Do I need previous foodservice experience before I buy your franchise?

No, you do not need previous experience at all. What you need is the desire to be your own boss! Regardless of which franchise structure you choose, we provide in-depth training to help you get started and then offer outstanding support along the way to help you grow your business.

What financial investment do I need to make?

The total investment to become a Figaro's franchisee will depend on which franchise structure you choose. For a single-unit franchise, the investment can range between \$86,000 to \$546,000. If you elect to purchase a multi-unit franchise, your investment would be a function of how many and the type of stores you plan to open.

Please refer to the **INVESTMENT** section of the Franchise Disclosure Document for a clear representation of the total investment ranges. In all cases, the investment includes the initial franchise fees, training costs, inventory, build-out expenses, computer hardware and software, and insurance.

Can I expect assistance in finding locations?

All sites, including those that you suggest, will be scored against a list of attributes we have determined to be critical to the potential success of our locations.

What else will Figaro's Pizza do for me?

At Figaro's Pizza we do a lot for our franchisees. We begin by providing you with in-depth training on operating and growing your business. You'll learn the techniques and operational processes of our unique system. Our ongoing support and training programs keep you abreast of the successful techniques we and other franchisees use as well.

We will lend you a copy of our Confidential Store Operations Manual. This manual contains a wealth of information about how to operate and grow your Figaro's Pizza franchise. Further, we will provide you with marketing aids, sample advertising, promotional recommendations, purchasing guidelines, and other tools you need to start and manage your business.

A simple example of how valuable this is can be seen in our Marketing materials. In nearly 40 years, we and franchisees have tried literally thousands of promotions. But the only ones you will find in our materials are those which have been successful repeatedly. As a result, you avoid reinventing the wheel and the wasted costs of running promotions which didn't perform.

You will be able to access all of this, and more, on-line via our own private intranet site.



FIGARO'S PIZZA.

FAQS

What's the next step?

Please fill out the Confidential Application for a Franchise. Complete this form and fax it to us at **(503) 363-5364**. We will contact you to discuss the next steps. Or, if you have additional questions, feel free to contact us at **1-888-344-2767 Ext 210**. We would love to share more information with you about owning your own Figaro's Pizza franchise.





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