

PIZZA RESTAURANT FRANCHISE

Southwest Idaho Location

THE COMPANY

This established and profitable Pizza Business delivers a three-year average revenue of approximately \$650,000 and a three-year average cash flow of \$81,000. This business is known for its outstanding quality and has been established since 2014. Customers know the great reputation and the business has grown with the demographics of such a desirable area. It is located in a leased space with approximately one year remaining on the lease with the landlord desiring to continue.

THE LOCATION

This growing pizza franchise is located in one of Idaho's fastest growing areas with signage on a road that averages over 12,000 cars per day. Locally, population has increased 31-fold since 1997 and is expected to triple again by 2040.

THE STRENGTHS

This company's brand and quality are well recognized; with an average 4.5-star rating on Google and 618 reviews along with a 4.4 rating on Facebook with 145 reviews. The franchise is a regional chain operating in Washington, Northern California, Idaho, Utah and Texas with national headquarters in Boise. They are an incredible group of people and have shown to be dedicated to the success of this location. The franchise provides excellent local marketing support, training and design services for build outs. The franchise has committed to a new online platform including an enhanced mobile app with full-featured online ordering and automated suggestive selling and features to increase average ticket size. Other features include delivery management and loyalty management. The platform reports 42% average online order revenue increases following implementation. Expected rollout timeframe is Summer 2024. Further, the franchise provides competitive pricing leverage with their suppliers, creating additional cost advantages to expand margin. All pizzas are made with fresh ingredients that are prepared daily. All vegetables, shredding of cheese, and pizza dough is prepared from scratch every day.

THE REASON FOR SELLING

The current owners have experienced a life change and are looking forward to passing such a strong business to buyers that want to see it grow further.

THE IDEAL BUYER

The ideal buyer would be involved in the business and possess a passion for sales and profit growth by increasing marketing. This is a turnkey, established and profitable business with huge potential in its current location.

THE POSSIBILITIES

The business has been local since 2014, with a 10-year anniversary celebration scheduled for Summer of 2024, allowing for a substantial marketing opportunity. Other marketing opportunities like social media could provide additional substantial growth. Further, the current space is divided into a kitchen and dining room, with only 10% of sales attributed to dine-in. A new owner could convert the space to a delivery/carry out model, saving additional cost and focusing on historical and future revenue growth. The landlord is open to this discussion. Additional locations are also a possibility.

ASKING PRICE

\$145,000

TERMS:

Cash

ASSETS

Furniture, Fixtures & Equipment	\$31,000
Inventory	7,500
Goodwill	<u>106,500</u>
Total Assets	\$145,000

All values provided by Seller

INCOME STATEMENT SUMMARY

Gross Sales (3-yr average)	\$646,380
Cash Flow (3-yr average)	\$81,024

Financial information provided by Seller

REQUEST ADDITIONAL INFORMATION

TO RECEIVE ADDITIONAL INFORMATION, please click the link below to fill out and submit an electronic **Confidentiality Agreement**.

<https://arthurberry.com/confidentiality-agreement>

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