

# PIZZA RESTAURANT FRANCHISE

## Southwest Idaho Location

### THE COMPANY

This established profitable Pizza Business delivers revenue of \$566,000 and an outstanding cash flow of \$107,000. This business is known for its outstanding quality and has been established since 2014. Customers know the reputation and the business has grown with the demographics of such a desirable area. It is located in a leased space which is currently on a month-to-month basis. The buyer will need to negotiate a new lease with the landlord.

### 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. Further, it offers full delivery service and utilizes Uber Eats and Door Dash for delivery. Locally, the population has increased 31-fold since 1997 and is expected to triple again by 2040. Its delivery area includes 250,000 people.

### THE STRENGTHS

This company's brand and quality are well recognized with an average 4.5-star rating on Google with 665 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 success of this location. The franchise provides excellent local marketing support including a recent new branding, training and design services for build outs. A new enhanced mobile app will be rolled out in June that has proven to increase average revenue growth 42% after implementation. Further, the franchise provides very 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 with the business with a passion for sales and profit growth by increased marketing. This is a turnkey, established, profitable business with huge potential in its current location. Averaging \$96,000 in cash flow in the last three years with \$107,000 delivered in 2023, it is an outstanding value for the purchase price of \$115,000.

### THE POSSIBILITIES

The business has been local since 2014. 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, potentially adding another \$20,000 in margin 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~~

Price Reduced to

~~\$125,000~~

Price Further Reduced to

**\$115,000**

### TERMS:

Cash

### ASSETS

Furniture, Fixtures & Equipment	\$31,000
Inventory	7,500
Goodwill	<u>76,500</u>

**Total Assets** **\$115,000**

*All values provided by Seller*

### INCOME STATEMENT SUMMARY

2023 Gross Sales \$565,790

**2023 Cash Flow** **\$106,913**

*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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