



**SWITCH
YOURSELF
TO
PIZZA
MODE**

Franchisee Deck 2025



I'M PLEASED TO LEARN OF YOUR INTEREST IN BECOMING A MEMBER OF THE CHICAGO PIZZA FRANCHISE FAMILY. I AM CONFIDENT THAT YOU TOO, WILL FEEL THE PRIDE AND SATISFACTION THAT WE FEEL EACH TIME WE SERVE CHICAGO PIZZA

INTRODUCTION LETTER

TODAY'S
AGENDA

SINCE WE OPENED OUR FIRST PIZZA OUTLET IN 2007, WE HAVE MAINTAINED HIGH STANDARDS OF QUALITY, CONSISTENCY AND AWARD-WINNING TASTE. OUR CUSTOMERS KNOW THAT EVERY TIME THEY COME TO CHICAGO PIZZA, THEY'LL ENJOY GREAT FOOD.

AS AN CHICAGO PIZZA FRANCHISE, YOU WILL BENEFIT FROM MY HARD- WORK AND KNOWLEDGE IN THE RESTAURANT BUSINESS.

INTRODUCTION & BRIEF INTRODUCTION → LETTER

There are not many secrets to our success. Owning a successful business is hard work and requires sacrifice, but I can assure you that a strong work ethic and commitment to family and community has its rewards.



I will share with you my experiences and operations expertise, as well as, tell you about the values and commitment to community involvements that have helped make my store successful.



CHICAGO PIZZA

STORY SO FAR



Chicago Pizza was initially set up by Mr. Vishal Kapur as a sole owner taking the concept, product line, recipes, decors from Europe. The business did well. The owners have the relevant experience of setting up the franchise and managing it efficiently.



Bolstered by the need for more choices in family-oriented take away experiences, combined with the option for home-delivery and pleasant sitting area at the outlet is positioned to take advantage of the market need and serve the families in the requisite area.

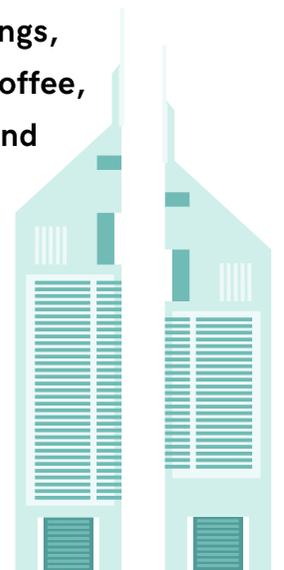
CHICAGO PIZZA

STORY SO FAR



The main business is to supply :

Pizza, Pasta, Stuffed Garlic bread, Chicken wings, Choco lava cake, Mocktail, Milkshake, Cold Coffee, Tea, Potato wedges, Rolls, Shawarma, Tacos and Sandwiches.



KEYS TO SUCCESS

-  Delivering the customer value proposition.
-  Product quality and consistency.
-  Family-oriented atmosphere with occasional nights of family entertainment.
-  Pricing effectively with respect to the project quality and customer value proposition.
-  Marketing: promoting a new company, product, and delivery channels to all community.
-  Management: products delivered on time, costs controlled, marketing budgets managed. There is a temptation to fixate on growth at the expense of profits.
-  To achieve 6 digit profit margins. To develop top-rated relationships with all-encompassing distributors.

CHICAGO PIZZA

FRANCHISEE

It's about offering a great pizza and other food products and involving great people. Chicago Pizza consists of 250+ Franchises and 17 company owned outlets. Chicago Pizza takes great care in choosing his franchisees.

Chicago Pizza owner Mr. Vishal Kapur does not like to do things through the mail or phone, he likes to meet the prospective franchisees and go over the franchise agreement explaining the entire program because there are some very important business decisions and commitments to make.



FRANCHISE FEED BACK

VIKAS

MASTER FRANCHISEE
JHARKHAND/BIHAR

Bihar is complete now with the unique taste of Chicago Pizza, it was first time that a local brand with global presence entered our city...I feel proud to be part of this successful journey. I found that the support from Chicago Pizza to establish a new business is amazing...

JAYESH

MASTER FRANCHISEE
GUJARAT

I have dipped my toes in several different businesses including schools, other Food Brands etc, but never experienced such care and concern for the investors the brand owners have shown for me as a franchise.

...

ASHOK

MASTER
FRANCHISEE UAE

I am proud to be a part of the Chicago Pizza family. Chicago Pizza, a name itself is so big, especially in India. The quality of the Products is phenomenal. The hygiene the brand maintains is very impressive.

...

FRANCHISEE CONCEPTS

CASUAL DINE-IN

01 Full size menu
→

02 Site renovation on actual done by franchisee on our recommendation.
→

03 One Time Franchise Fee of INR 7,00,000
+ Taxes Includes Designing & Training
Complimentary
→

04 6% monthly Royalty on sales.
→

05 Term of Franchise Agreement is for Life
Time.
→

06 All Kitchen Equipments of INR 12,00,000
Besides Civil and branding cost paid to
Brand authorized contractor
→

FRANCHISEE CONCEPTS

CASUAL DINE-IN

07 Chicago Pizza Outlet does not provide any financing.
→

08 5 employees hired by the franchisee & Trained by Franchiser
→

09 Total investment package = INR 22-25 LAKH approx*
→

MACHINES



Chicago Pizza Machine



21 INCH WIDTH SIZE OF OVEN
TO MAKE 18 INCH MONSTER PIZZA

CONVEYOR BELT OVEN OPERATION
TO MEET MAXIMUM DEMAND

WITH IMPINGER TECHNOLOGY TO BAKE
PRODUCTS INSIDE TO OUTSIDE

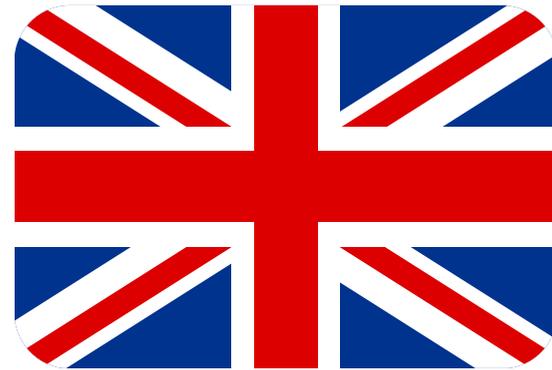


CHICAGO PIZZA

INTERNATIONAL



India



London



Dubai



Lebonon





250⁺

OUTLETS



ROLE → What we provide to our Franchisee

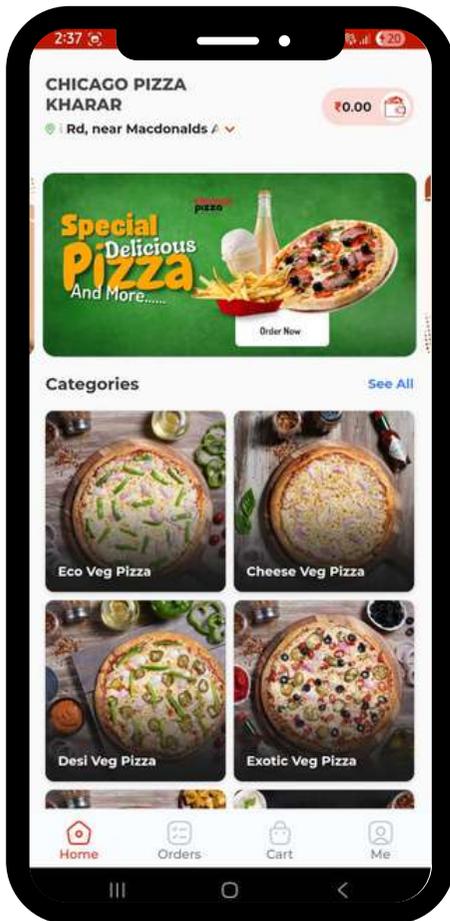
- All Machines Provided
- All Moveable's Provided for the outlet like pizza machine, chimneys , SS working tables, deep refrigerators, POS (Point of sale), IN HOUSE branding, pizza makeline, kitchen utensils, bike boxes, start-up food material and quantity , menu cards etc
- Only Fixture is taken care by Franchisee and a list of local procurement.
- 10 days of staff training initially at our flagship Selectcitywalk, Saket, New Delhi outlet and 10 days training at the franchisee outlet.
- Lately If required additional support team from the corporate will be assisting at the cost of franchisee

Life Time agreement term includes

- Branding Life Time support
- Software support
- Quarterly Staff Training at running for 12 hours
- Quarterly Quality check



Awards



Download Our Chicago **Pizza**
App

AVAILABLE ON



PRESENCE At Online Platforms



Rating 4.3 ★★★★★



Rating 4.2 ★★★★★



Rating 4.5 ★★★★★

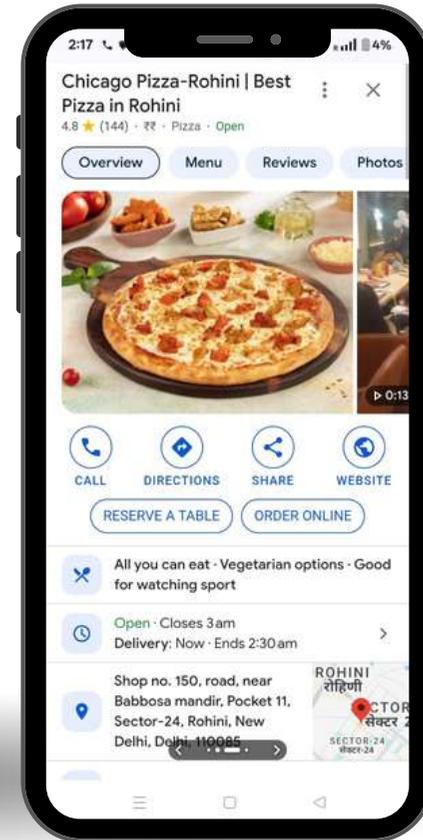
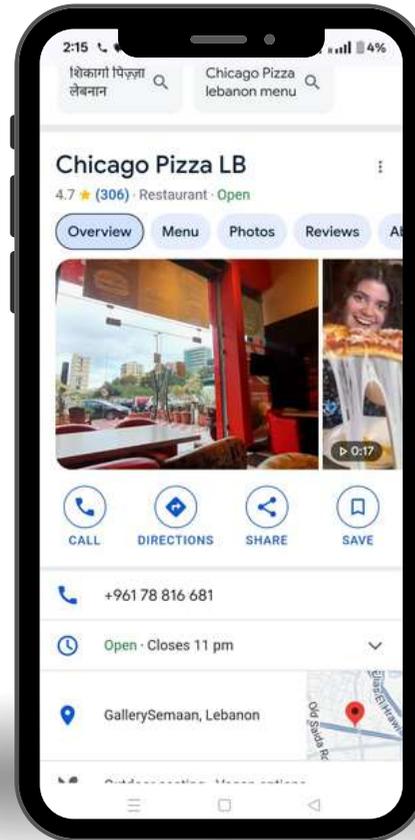
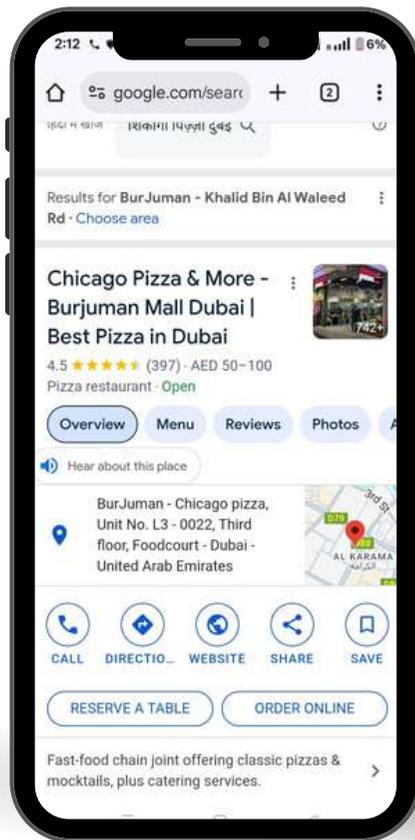


Rating 4.3 ★★★★★



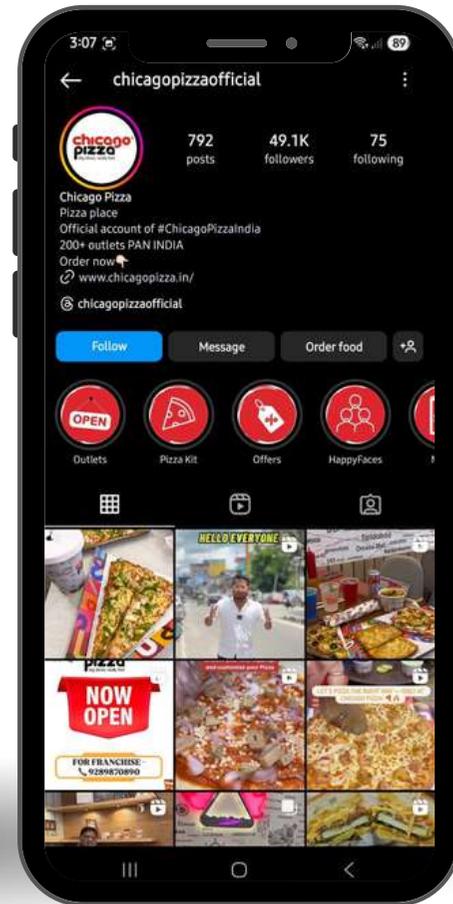
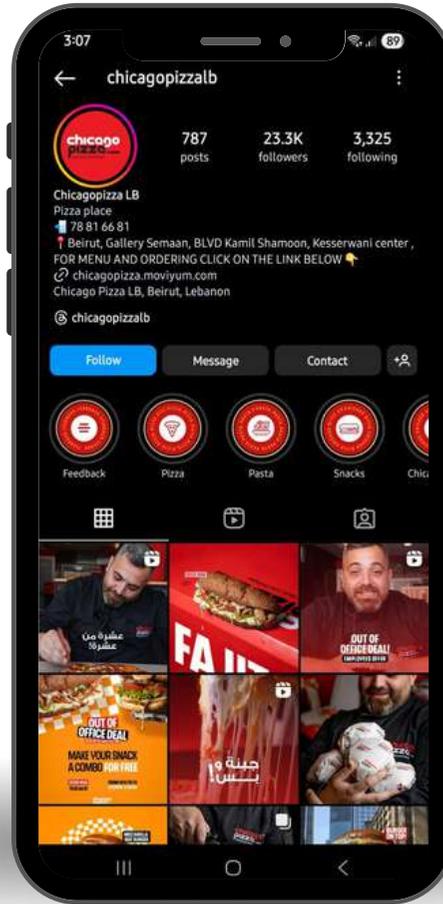
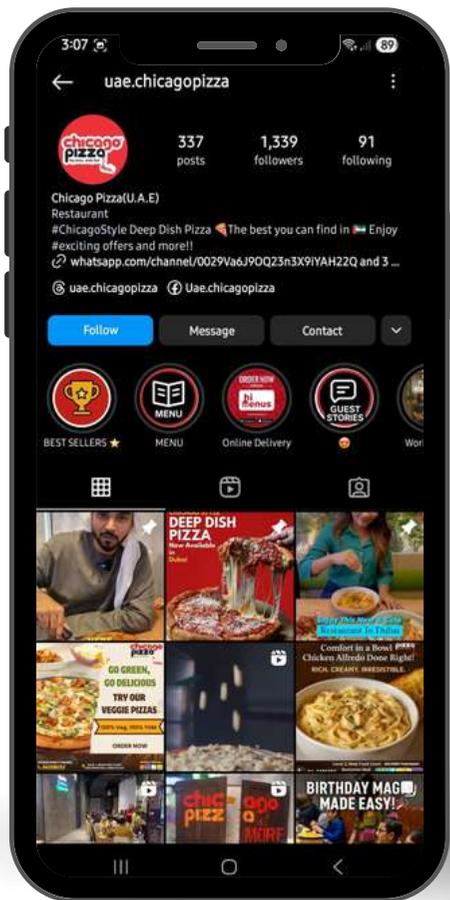
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PRESENCE At Google Map



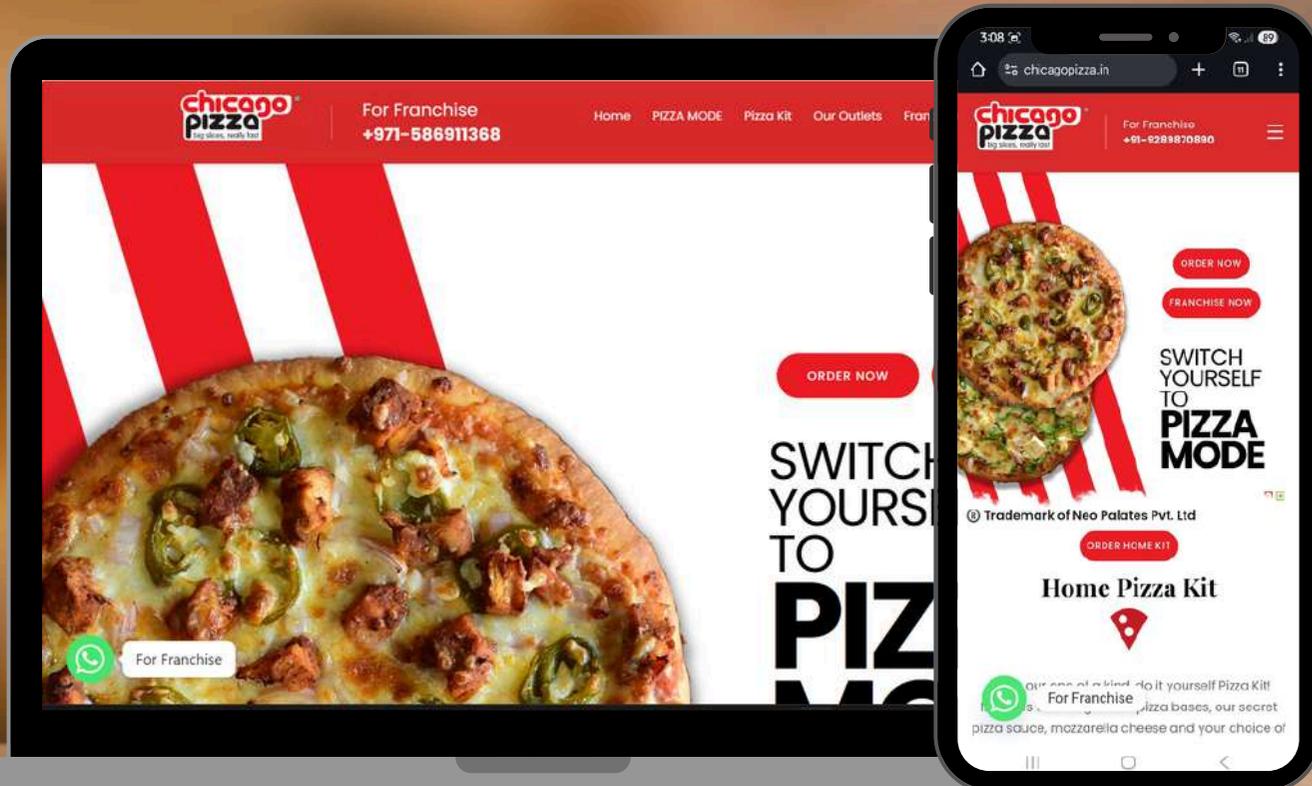
DUBAI | **LEBANON** | INDIA

PRESENCE At Social Media



DUBAI | **LEBANON** | INDIA

PRESENCE IN ONLINE WORLD



chicagoTM
PIZZA
big slices, really fast

THANKS