



Franchising

Are You Ready To Be Your Own Boss?

Pizza is one of the world's most favorite foods and a \$30,000,000,000 industry. You can be a part of it by owning your own Dolly's Pizza Franchise. Dolly's Pizza provides training, inventory, purchasing, marketing materials and support for your new store.

We're ready if you are. The most successful owners will have good people skills, a commitment to customer service, a strong work ethic and a desire to succeed. Contact us today for a free information packet. We'll help you decide if Dolly's Pizza is a business that is right for you.

Estimated Initial Investment

Dolly's Pizza provides an opportunity to participate in a growing organization while establishing a high degree of professional autonomy. As you consider the many facets of starting a new business, you will see that Dolly's Pizza is a modest investment, yet a solid business opportunity.

FRANCHISE FEE..... The Dolly's Pizza Franchise fee is only \$17,500 or \$50,000 USD for international locations, which is competitive when compared to the industry. Your franchise provides you with the right to use the Dolly's Pizza name, trade secrets, printed materials and an association comprised of other Dolly's Pizza franchises.

ROYALTIES..... Dolly's Pizza royalties are 5% of your gross sales. You will also be required to contribute 4% of weekly gross sales to Dolly's Pizza Advertising Fund. This fund is for the further development of promotional materials and campaigns.

LIQUID CASH ASSETS..... Investing in a Dolly's Pizza franchise is highly competitive and affordable. To qualify for consideration, prospective franchisees should have a minimum of \$50,000 in liquid assets, have a minimum of \$150,000 in net worth, and have the ability to obtain financing of up to \$220,000.

LOW STARTUP COSTS..... The estimated initial investment required per franchise location ranges from approximately \$165,050 to \$219,000 for a standard Dolly's Pizza location.

Marketing Assistance

Dolly's Pizza uses a host of professionally designed marketing tools to promote your business. Our marketing strategies will create awareness in your market area, impress your customers and generate interest in your new store.

Full Color Advertising..... Dolly's Pizza high quality printed materials are an example of our commitment to excellence. We are proud of the professionalism and creativity found in our printed full color flyers, inserts mailers and box toppers. Every aspect of our advertising reinforces our commitment to quality and great taste.

Community Involvement..... At Dolly's Pizza, we encourage all store locations to support their local community. Supporting the community you serve is a rewarding way to elevate store moral and heighten the way you feel about yourself. These actions may also lead to greater success.

Television Support..... Dolly's Pizza has a professionally produced name awareness commercial which is available for each store to use in their market area. Television advertising compliments direct mail advertising campaigns, creating stronger potential for new customers.

The Lasting Impression – Coordinated Packaging..... Dolly's Pizza uses a complete line of custom printed packaging materials which compliment your marketing efforts. These materials serve to reinforce name recognition while your customers enjoy their great tasting, high quality meal.

As you look further into the Dolly's Pizza opportunity, you will experience our intense commitment to preparing the best tasting and highest quality products. Support and expertise, along with a savvy business person, helps to create success. Success is our goal for you and your operation.



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Frequently Asked Questions

By now, you probably have many questions, most of which may be best answered by visiting a Dolly's Pizza location. The following, however, contains responses to frequently asked questions from prospective franchisees.

Q. — What kind of experience is necessary to become a Dolly's Pizza franchisee?

A. — While experience is helpful, it is not required. Dolly's Pizza training programs and ongoing support prepares you to manage and operate your own store.

Q. — What geographical areas are available for my franchise?

A. — After we have received your confidential franchise application we will contact you regarding your preferences. The availability of specific geographical areas will vary as Dolly's Pizza grows its franchise program.

Q. — How do I select a location?

A. — Dolly's Pizza Franchising, Inc. has considerable experience reviewing real estate selections made by its franchisees. Site selection assistance through Dolly's corporate office and real estate agents will be provided for you to source your proposed location.

Q. — What is my "break-even" point and how much money can I make?

A. — Because of restrictions imposed by the Federal Trade Commission, we do not provide actual or projected data regarding sales, earnings or costs. The amount of profit is based on a number of factors, including sales, costs, and the franchisee's ability to manage the business. Dolly's Pizza does not, however, make or release earnings claims and it does not authorize anyone (including its employees) to make such claims. We will provide information relating to typical startup costs from which you may develop your own proforma financial statements and break even analysis.

Q. — What is DOLCAP? (Dolly's Pizza Collective Advertising Program) and how might it effect me?

A. — DOLCAP is an account comprised of 4% of weekly sales from all franchises. The fund is used to benefit all store owners, and is spent on such activities as photography for new full color flyers, radio, television advertising and other promotions for all Dolly's Pizza stores.

Q. — How much are royalties?

A. — Royalties are 5% of gross sales after sales tax.

Q. — How many Team Members will be required to operate my Dolly's Pizza franchise?

A. — 6 - 25 part time. The amount will depend upon store sales. Dolly's Pizza Franchising, Inc will assist in estimating your needs.

Q. — What about purchasing food and supplies for my franchise?

A. — Dolly's Pizza utilizes an outsourced purchasing division and negotiates the best pricing possible in their centralized one stop shopping distribution. Our volume purchasing helps our operators receive lower pricing and put more money towards your bottom line.

Q. — What kind of training does Dolly's Pizza Franchising, Inc. provide?

A. — Prior to the opening of a Dolly's Pizza Store, a franchisee or its designated manager will be required to enroll in and complete certain business and food service courses specified by the Dolly's Pizza System from time to time. These programs cover numerous areas that will be helpful for you to function effectively as a franchise operator. You will study the Dolly's Pizza operations manual in effect from time to time which may include information about equipment layout, inventory control, equipment maintenance, employee training and the complete range of operation techniques.

Upon satisfactory completion of your training program, you and your management staff will work with Dolly's Pizza corporate personnel at your location to open your restaurant as smoothly and efficiently as possible. The cost for training is included in your franchise fee. However, you will be responsible for your personal expenses, transportation, lodging and meals.

Q. — What help will I get when I open my Dolly's Pizza Franchise?

A. — Our operations specialists will be at your restaurant to help you get off to a smooth start. Our training staff will be with you from the beginning to assist you both before and after you are open for business.



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Q. — Why should I invest in Dolly's Pizza?

A. — Becoming a Dolly's Pizza Franchisee provides you with the following:

- * More than 40 years of experience and expertise
- * Use of our name and company logo
- * "Voted Best Pizza in Michigan by the Michigan Rest. Association".
- * Site selection assistance
- * Assistance in the negotiation of a lease
- * Equipment specification
- * Operations Manual
- * Leasing options through outside sources
- * Initial training programs
- * Grand Opening assistance
- * Continuous new product development
- * Access to professionally designed full color flyers
- * Meetings with other franchise owners

Q. — I am ready to proceed. What are my next steps?

A. — We take granting a Dolly's Pizza franchise very seriously. Consequently, we will make every effort to be most selective in granting franchises. We encourage you to pursue your interest by calling us at our corporate office 1-248-360-6440 from 9am to 5pm Monday through Friday EST. A representative from Dolly's Pizza Franchising, Inc. will contact you.

Time Frame To Opening A Dolly's Pizza Franchise

The steps to complete the franchise process with Dolly's Pizza or any franchisor is largely dependent on the level of urgency of the applicant being considered.

Step 1: Submit your application with supporting documents.

Step 2: 3 to 20 days - Your application, along with supporting documents, will be reviewed by Dolly's Pizza.

Step 3: 10 to 30 days - Once your application is qualified you will be sent a Franchise Disclosure document.

Step 4: 20 to 40 days - After you have signed and returned the Franchise Disclosure documents, a Franchise Advisor will contact you to schedule an interview.

Step 5: 7 to 25 days - Upon completion of your interview, you will be notified if you have or have not been approved to become a Dolly's Pizza franchisee.

Step 6: 60 to 120 days - After franchisees have been approved they are required to attend a four week in-store operations training program. During this time, construction can begin.

Step 7: Grand Opening

Total Process = 100 to 245 days

Disclaimer: This web site is not a franchise offering and the information provided here is not intended as an offer to sell, or the solicitation of an offer to buy a franchise. It is for informational purposes only and no offer will be made to you until you are provided with the applicable franchise offering circular of your jurisdiction. A franchise offering can be made by us only in a state where we are first registered or otherwise qualified to offer you a franchise in the following states: California, Hawaii, Illinois, Indiana, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Washington and Wisconsin.