



FRANCHISE OPPORTUNITY





Eric Donnelly is not only a successful entrepreneur but also a perfectionist, to the extent that he locked himself away in his garage for months perfecting the dough recipe which would become the hallmark of the Pizzeria. His family were his guinea pigs for the tasting and thankfully it only took months not years to perfect so that it could be used in the Pizzeria.



Who We Are



Donnelli's Pizzeria offers an authentic wood-fired pizza experience with wonderful freshly made pizzas from our simple traditional menu. We combine genuine Italian pizzas with a warm, friendly, yet modern Pizzeria experience, giving the feeling that you are in Italy. Everyday the process of making the perfect pizza begins in mixing the Donnelli's dough with the flour imported from Italy. Freshly made everyday our dough is given the time to proof and relax at the correct temperature, ensuring the perfect pizza, full of flavour light and crisp.

Donnelli's is a family run Pizzeria. We aspire to deliver a freshly handmade, full of flavour pizza. From the Italian tomatoes, to the buffalo mozzarella, fresh basil, the best cured meats, all measured ensuring every flavour can be tasted on each individual pizza.



"Every time I take a bite of my pizza I love the way it feels, effortless eating, flavours bouncing in my mouth is a truly wonderful feeling - this will never fail to bore me."

Eric Donnelly



Our Business



Donnelli's Pizzeria has brought about this exciting opportunity to the market from public demand. When Donnelli's opened for trade it was an instant success, through time we at Donnelli's have worked to iron out problems that arise within a new business, placing a simple system within our proven, profitable business module.

Donnelli's Pizzeria brings Italy to your chosen area, bringing the true taste of Italian pizzas with our recipe, experience and training you will be serving the best full flavoured pizzas customers just keep coming back to.

Norwich has a vast range of food from around the globe, to take these people on WE had to have something that Norwich had only tasted on holiday in Italy - a big ask! But at Donnelli's we achieved just that, with a great understanding of our product, customer care, relaxing environment, people love to experience the authentic Italian Pizzeria on their doorstep.



Remember, people LOVE pizza!



Opportunities



Donnelli's offer opportunities that will be great for investors into this unique franchise.

We will train, teach and show everyone how to create a perfect, full flavoured pizza, with our recipe. Teaching you or a member of staff how to produce time and time again

the perfect dough, handmade and cooked in a wood-fired oven.

Seeing people discuss in ore what you have created in a short time is a wonderful experience in its own.

From the day your Donnelli's opens and customers taste your fresh authentic pizzas, word will spread, through social media and passing comments. You will see your business grow. You can branch out to offer private functions, work parties, work meetings, birthday parties and baby showers, the list goes on. Your business will fast become a flexible, well run enjoyable experience, just as we have found.

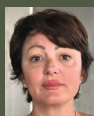
New and exciting products are always being reviewed at Donnelli's which once passed the rigorous test of customers will be passed down to all franchises. To be in at the beginning of a very exciting new artisan business you will benefit from low level investment, a fully supported team behind you and a proven very profitable business.

Our Team



Eric Donnelly
Managing Director

I have spent the last 14 years in the hospitality industry. Eight years ago I decided to bring the real pizza to Norwich. With my self drive, motivation and the will to succeed, I would be very proud to see future franchisees come on board. Taking Donnelly's from a small tree and watch it grow from strength to strength. No matter what economic highs or lows, Donnelly's with its strong roots will survive all weather that comes our way.



Emma Donnelly
Design Manager

My wife Emma spent eight years living in Paris, from there she returned to the UK where she worked as cabin crew for KLM. Travelling to many European cities found her love for food. With her wealth of experience Emma was set the task of giving the Pizzeria an identity, we all agree she did an outstanding job.



Arran Donnelly
Pizzaiolo

My son Arran has worked the majority of his career in floor laying but at weekends he helped me sell our pizza at festivals, horse trials, weddings and fairs. Four months after the Pizzeria opened Arran happily joined us as a Pizzaiolo (making handmade pizzas). Arrans role along with Davide will be to train new Pizzaiolo to the same standard.



David M Noble

Franchise Consultant

David has spent the past 27 years in Licensing and Franchising both as a franchisor and a Licensee. Over the past 12 years he has masterminded several Company roll outs in the UK, notably Texaco Fuels sites and Texaco Autocare businesses. He has worked with both mature and new businesses in the UK and can relate to the ever-changing Franchise & Licence market place. His consultancy firm has been instrumental in the growth of Franchisee recruitment in the UK and he now brings those skills to Donnelly's Pizzeria. David's focus is to ensure Donnelly's Pizzeria find the very best Franchisees to operate within a highly motivated team and to help those Franchisees to become successful in the network.

Jeffrey Rafftree

Franchise Support Manager

Jeff is a qualified accountant and has spent the last 18 years supporting franchisors, previously in sales both running his own company and managing large nationwide sales teams for a number of Blue Chip companies. His skills include recruitment, sales and management training and establishing growing networks of sales teams. Jeff specialises in Franchise support helping Franchisees develop their business through monitoring and mentoring and to ensure that they succeed in this enterprise.



What is Franchising?

The term 'Franchising' has been used to describe many different forms of business relationships, including franchising, distributor and agency arrangements. The more popular use of the term has arisen from the development of what is called 'Business Format Franchising.'

Business Format Franchising is the granting of a Franchise by one person (the Company) to another (the Franchisee), which entitles the Franchisee to trade under the trademark/trade name of the Company and to make use of an entire package, comprising all the elements necessary to establish a previously untrained person in the business and to run it with continual assistance on a predetermined basis.

The principle is simple - some companies choose to grow, not by developing in the conventional way, but by granting a Franchise to others to sell their product or service.

There are clear advantages to this:

- **5 year renewable licence fee**
- **Full training**
- **Comprehensive operations manual**
- **A panel of high quality suppliers**
- **Comprehensive start up training**
- **Co-ordinated launch campaign**
- **Point of sale material**
- **Full e-commerce website**
- **Regular ongoing training**
- **Updates on changes on retail food laws**
- **Access to the full range of Donnelli's Pizzeria documentation**



Franchise businesses across the country are reporting not just survival stories, within this time of economic uncertainty, but real success stories; further underpinning the belief in the industry that franchising is one of the most successful and resilient business models in the UK.

Source: BFA website



The Package



Donnelli's Pizzeria operates from state of the art premises and has a dedicated team to provide support throughout the initial launch and ongoing operation of your Donnelli's Pizzeria business. We are a user-friendly team with a track record of business success.

- You don't have to come up with a new idea – someone else has had it and tested it too!
- Larger, well-established Franchise operations will often have national advertising campaigns and a solid trading name
- Good Companies will offer comprehensive training programmes in sales and indeed all business skills
- If aware that you are running a Franchise, customers will also understand that you will be offering the best possible value for money and service – although you run your 'own show', you are part of a much larger organisation
- A recognised and trusted brand
- Use your entrepreneurial and motivational skills
- Owning your own business with support of a successful organisation
- Professional national and local advertising and promotional campaigns
- Group purchasing power
- A national supply and distribution network
- Proven Systems and Procedures



About Us

The Team

Donnelli's Pizzeria has assembled a team of experts to work with our franchise partners in an integrated way to deliver and ensure their on-going success. Industry leaders and administrative support will give our franchisees the ability to succeed and generate income from the outset.

The Vision

Our vision is to find 25 franchisees with whom we can trust and share our brand and values with over the next five years and with the right people we will establish the brand as the leading Pizzeria in England and Wales.

The Client is King

Without clients we are nothing, our customers trust us to enhance their visit and make it a memorable dining experience. Our commitment to excellence starts and finishes with the people we serve and to whom we provide a excellent service. We provide authentic traditional fayre in a relaxed atmosphere reminiscent of an Italian Pizzeria. Our staff understand and commit to our standards and strive every time to make sure they never slip.





HEAD OFFICE

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