



Since purchasing our first store in 1975, Capri Pizzeria has established a niche in the competitive pizza market with its quality product and commitment to customer service. We are incredibly proud of our product, our people, and our loyal customer base. Currently, there are ten Capri Pizzeria locations serving Windsor and Essex County.

Want to join the Capri Pizzeria organization? Get to know our business better.

## FREQUENTLY ASKED QUESTIONS

### ***What is franchising a Capri Pizzeria outlet all about?***

The following Frequently Asked Questions will help you understand this exciting business opportunity better!

#### 1.) What is the cost of opening a Capri Pizzeria outlet in Canada?

<b>Expenditure</b>	<b>Estimated Amount or Range</b>
Initial Franchise Fee	\$25,000
POS System (Debit Terminals)	\$5,500-\$7500
1st Month's Rent	\$1,900 -\$3,200
Security Deposits	\$2,000 -\$3,000
Leaseholds	\$25,000 -\$45,000
Equipments, fixtures, furnishings	\$50,000 -\$60,000
Opening inventory and supplies	\$4,000 -\$15,000
Grand Opening Advertising	\$5000 -\$7,500
Insurance, Permit Licences	\$3,000 -\$3,500
Expenses during Initial Training	\$500 -\$2,000
Legal and Accounting Fees	\$4,000 -\$5,000
Working Cash	\$10,000 -\$20,000
Signage	\$ \$10000 -\$12 000



## FREQUENTLY ASKED QUESTIONS

### **Who finds the location?**

Capri Pizzeria Inc. researches and acquires locations that franchisees can choose from.

### **Who holds the lease for the premises?**

Capri Pizzeria Inc. holds the Head Lease and sublets to the franchisee.

### **Who co-ordinates the development of the store?**

Capri Pizzeria designs and co-ordinates the construction of the store with local contractors. The store will provide to the franchisee on a "turn-key".

### **What are the typical hours of operation for a Capri Pizzeria outlet?**

The hours of operation follow will vary. Minimum Hours are 3:00 to 10:00 Daily.

### **What ongoing support is provided to franchisees by Capri Pizzeria?**

Capri Pizzeria provides continuous and on-going corporate support with regard to product development, advertising campaigns, training, and supplier selections and cost cutting initiatives.

### **What is the royalty fee?**

Capri Pizzeria practices a royalty fee confining to the industry standard of 5% of Gross Sales.

### **What income can a franchisee expect to earn?**

Capri Pizzeria Inc. does not provide earning claims. Earnings are dependent on the sales and management of the business.

### **Can a franchisee own more than one location?**

Yes, and some of our franchisees do.

### **How are Capri Pizzeria stores financed? Does Capri Pizzeria Inc. secure financing?**

Capri Pizzeria Inc. does not make standard practice to provide or secure any financing for the franchisee.



## Becoming a Franchisee -

Your first step is to request and complete the application form and forward it to us. Remember to complete all parts, including the region you are interested in, and fax the General Application to:

**Capri Pizzeria Inc Head Office**  
**3020 Dougall Avenue.**  
**Windsor, ON**  
**N9E 1S4**  
**Fax: 519-969-2541**  
**Phone: 519 969-6851**

A brief summary of the major steps of the franchise approval process is outlined below:

- After receiving your General Application, we will study your application to ensure that your skills and background are a good match for our business.
- Upon review of your application we will contact you to schedule an informal interview session where we will present and discuss the roles of the Franchisee and the Franchisor - Capri Pizzeria Inc, and discuss location interests.
- After the initial interview session, a second meeting may be scheduled. When we meet for this session, a deposit must be presented by you. This deposit will be factored into the Initial franchise fee and will not be deposited by Capri Pizzeria Inc. It may be returnable to you in the situation where you do not wish to proceed with your application.
- Once formally approved an Application for Franchise is signed and granted your initial deposit will be executed. At this time we will execute all confidential Franchise documents and once the all Franchise documents are all executed the balance of initial franchise fee is due.
- Preparations for overall site development and operator training will commence.