

Papa Bello Enterprises Enters the Pizza Franchise Scene

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Papa Bello Enterprises (Pink Sheets: PAPA), a nationwide franchiser of pizza restaurants, announced today that the company has kicked off a nationwide marketing and awareness plan to highlight the company, build its franchise base and expand its business outside of the United States.

Over the past year, Papa Bello Enterprises has exploded into the franchise opportunity industry, going from just one store in 2005 to 17 operational franchises in 2008. Currently, the company has several stores under construction and the company has contracts in place for more than 100 stores in CO, AL, SC, GA, and China. The increase in franchisee ownership can be attributed to several factors,

First, in July 2006, Papa Bello Pizza signed its own master lease agreement with Wal-Mart, one of the world's largest corporations and the nation's largest retail chain in terms of sales. Through this agreement, Papa Bello has the ability to sublease space to franchisees in new and existing Wal-Mart Stores throughout the entire country.

Secondly, The Company has taken significant steps to create a stress free, turnkey business model in order to provide franchisees the ability to open their stores quickly and efficiently. All vendor contracts and construction costs have been carefully negotiated on a macro and micro level to provide the Papa Bello franchisees with the best prices on their equipment and supplies. This favorable arrangement enables them to have lower start-up costs and offer their products at a lower cost to the consumer.

Additionally, Papa Bello Enterprises has set up their franchise fees to be lower than the average franchise opportunity. With royalties at only 6% of the gross sales, Papa Bello has attracted many investors seeking to own and operate a business without the costly franchise fees and expenses they typically encounter with other concepts.

Finally, the company has an extensive training program in place for new franchise owners. The company has constructed a fully functional restaurant and training facility in Las Vegas, Nevada where all franchise owners complete a comprehensive training program, giving them the skills necessary to own, operate, and grow their respective franchises.

Chase Canfield, 31, CEO of Papa Bello Enterprises states, "We're pleased to see others recognize this as a tremendous opportunity and advantage to own a part of an organized and successful company. More and more we're seeing the positive results from a lot of hard work and a well thought out concept."

Founded in 2005, Papa Bello Enterprises is a Las Vegas, NV based corporation that owns, operates, and franchises Italian style eateries in the United States. The company currently has 17 stores in operation and has a master lease agreement with Wal-Mart.

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