



OUR  
**TOP** FOR OPERATING A  
**10** TIPS **PIZZA**  
**FRANCHISE**

**1. Choose a pizza franchise because you love pizza**

Let's be honest- it's much easier to get behind something you love. If you love pizza, then a pizza franchise could be a great business match for you!

**3. Establish a business plan**

One of the great things about owning a franchise is the bones of the business plan already exist. So for you, as a franchisee, establishing your business plan could look like setting S.M.A.R.T. goals, establishing financial projections, and gleanng ideas from other Westside Pizza franchise owners.

**5. Own your franchise**

Obviously, you'll already own it from a financial perspective, but we're talking about "owning it" as in taking ownership of your franchise. You receive training and tools, as well as the blueprint for how things are normally done, but then it's up to you to run the day-to-day operations and be the decision-maker!

**7. Choose your financing wisely**

Don't put all your eggs into high-interest credit cards or loans. Talk with multiple loan officers to get different quotes. At Westside Pizza, we've already done some research for you and can help point you in the right direction.

**9. Marketing must never stop**

Don't expect that word of mouth is going to generate you all your business. Market! Market! Market! Try different methods and see which are the most successful, then create a balance of them to cover multiple areas of opportunity.

**2. Work on improving your business skills**

Basic business skills are essential to operate any successful franchise. For example, if you don't understand the basics of accounting you're likely to struggle with the financial aspects of your franchise. Having at least a basic understanding of skills such as accounting, human resources, sales, marketing, etc., will set you up for success.

**4. Keep to the established systems**

Franchises are a great option for new business owners because the systems have already been established. By following these proven systems, you're likely to see the greatest amount of success.

**6. Hire complimentary skill sets where you are lacking**

If you don't know how to be a salesperson, hire someone who sells well. If you don't know human resources best practices and laws, hire someone who does to ensure well-oiled and legally sound human resources practices. The best business owners understand their points of weakness and compensate for them by hiring others who are up to the task.

**8. Know the pizza industry**

No industry is exactly the same, so it's important to understand the in's and out's for greater success. Learn as much about your industry as you can so that you can confidently lead and contribute valuable insight.

**10. Seasoned franchise owners know best**

Seasoned franchise owners have been there and done that. You are likely going to avoid many a headache by listening to those who've gone before you.

