

rtunities

Investments with franchisees



ditional high-fat, high-carb, high-calorie fast foods.

ifornia, where he was working as a ski instructor. He loved Pita Pit so much he visited its head office in Ontario then set up the New Zealand operation with his friend and business partner, Duane Dalton. Their first restaurant was opened in August 2007 in Takapuna Beach, Auckland, making more than 2000 pitas a week and still growing.

Their company has the master franchise licence for New Zealand governing who can own and operate Pita Pit outlets. Other countries outside of North America with current master franchise licences are Panama, South Korea and Brazil with inquiries made into many other countries.

Sheppard says new franchisees

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James Sheppard, broker

vary in price due to a range of factors like the size of the site, fit-out costs and landlord contributions. Investment typically begins from about \$275,000 plus GST.

“The investment gives a franchisee the right to open their own store which the Pita Pit master franchisor will fit out within an existing or new building. If someone suggests a site where they would like to set up a Pita Pit, the franchisor will assist them to see if it’s likely to be viable.”

Sheppard says he has yet to handle the resale of a Pita Pit outlet “because

all the franchisees are happy and don’t want to sell”.

New franchisees receive an assistance package covering site selection, opening of the store and ongoing support, draft lease agreements, operations manuals, comprehensive training and an exclusive franchise territory.

The market strengths of Pita Pit in comparison with other fast food outlets are given as being its healthy, low-carbohydrate and low-cost products, a quick service average of 90 seconds preparation, extended operating hours and its popularity among working professionals and students “who care about what they eat”.

Sheppard says another strength of Pita Pit is its franchisees who come from diverse backgrounds. They include the former country manager of a leading insurance company, the former general manager of one of the country’s largest motor vehicle dealerships, a member of a business mentoring programme, franchise owners of other systems, top ranking former police officers and some former national sports people.