

888.661.2285



## 8 Stages to Grand-Opening

### *A Checklist*

STAGE	DESCRIPTION	TIME	APPOX. TIMELINE	ITEMS TO BE COMPLETED	✓
<b>STAGE 1</b> Real Estate Intro	Real Estate conference call to make introductions, establish time frames, property specs, demographics, traffic demands, etc.	30 Minute Call	Day 41	Engage the Realtor and set expectations and timelines for acquiring the lease. Step foot on all properties that fit the needs of a Persona.	
<b>STAGE 2</b> Bring Us Your Best Locations	Locate, visit, and evaluate your potential spaces. Observe day and night time traffic and talk to neighbors for feedback. You and your realtor will present your favorite options to our Real Estate division.	45 Minute Call	Day 50	Narrow down the available locations to the best that suit the concept. Investigate, question, and compile due diligence.	
<b>STAGE 3</b> Real Estate Approval	We will analyze your Real Estate options including socio economics, population density, similar food options in proximity, and vet anchor stores and landlords, etc.	45-60 Minute Call	Day 50-60		
<b>STAGE 4</b> Lease Negotiation	After receiving your top locations with floor plans and equipment list, we will rank them for approval. Then, start negotiating your lease, tenant improvement, and free rent.	40 Minute Call	Day 61-70	Work with our team, your realtor, and the landlord to figure out mutually agreeable terms.	
<b>STAGE 5</b> Permits/Construction	Now the project is in the hands of your contractor. Equipment, tiles, fixtures, etc should be ordered at appropriate times. Vet General Managers if needed.	30-90 Days	Day 70-145	Stay on top of permitting for build-out, alcohol rights, board of health requirements etc.	
<b>STAGE 6</b> Corporate Training	Corporate training takes place in Santa Barbara, California for 2-2.5 weeks. Bring all owners and managers that will be dealing with the day-to-day business.	2-2.5 Weeks	Day 145-160	Be both physically and mentally prepared for physical labor, classroom training, and extensive note taking.	
<b>STAGE 7</b> Training at Your Location	Our corporate staff will help with hiring and training of all other workers in YOUR Persona. We take you up through your grand opening!!	2-2.5 Weeks	Day 160-180	Reach out to motivated friends and family with an opportunity that requires hard work and a strong work ethic. Oh, and a love for pizza.	
<b>STAGE 8</b> Grand Opening	Your grand opening will include extensive marketing, newspaper ads, radio spots, pizza promotions, and invitations to families, businesses and colleges to the big extravaganza.	12 Hours	Day 180		