



## With more and more people eating out, middle priced restaurant opportunities are proving to be a sound investment.

And one of the hottest (and tastiest) businesses to hit the market is Buster's Pizza, Donair & Pasta. We have delicious, one of a kind recipes. Buster's Pizza, Donair & Pasta restaurants appeal to the person who desires real and perceived value for money spent for dining out and eating on the go.

Buster's Pizza, Donair & Pasta business owners receive extensive support from a team of dedicated professionals, from site selection and lease negotiation, to training for all the new employees to assistance in the grand opening. Additionally, owners will be assisted in advertising with local and regional advertising and marketing assistance.

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### OUR CONCEPT

**Buster's Pizza, Donair & Pasta restaurants offer a pleasant atmosphere combined with food that no other restaurant can compete with!**



Only fresh, quality ingredients and spices are used to develop our one of a kind tasting pizzas, donairs and pastas. Buster's Pizza, Donair & Pasta items are prepared fresh as soon as the customer orders, ensuring the freshest flavor possible.

Pizza delivery and take-out outlets are located in prime locations. We serve pizza, donair and pasta baked fresh right before your eyes to bring out our unique Mediterranean taste. We have an extraordinary menu serving pizza, donairs (beef and chicken), pastas, chicken wings, (all baked fresh on site), cold drinks and salads.



**One of the hottest  
(AND TASTIEST)  
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**BUSTER'S PIZZA,  
DONAIR & PASTA****





## WHY INVEST IN A BUSTER'S PIZZA, DONAIR & PASTA?

- We offer a variety of menu items.
- Our startup costs are unbelievably reasonable.
- Buster's Pizza, Donair & Pasta restaurants cater to take out and delivery.
- Our unique store design creates an exciting work environment
- We are the competition.
- Everything about Buster's Pizza, Donair & Pasta contributes to our brand identity and helps us to build market awareness.
- People don't forget who we are!
- Outstanding on-going support from a dedicated support team with solid industry experience.



## BEFORE YOU OPEN YOUR DOORS, WE WILL PROVIDE:

- License to use restaurant trademark.
- You will train at a key location in our organization.
- Site selection assistance/ Real Estate Company.
- Restaurant design and layout management.
- Standardized front store signs. This includes manufacturing, shipping, and installation from one central sign manufacturer.
- Regional and local advertising and marketing assistance.
- On-site support during the opening of your restaurant.



## ONCE YOU HAVE OPENED YOUR DOORS FOR BUSINESS, YOU WILL RECEIVE:

- Telephone consultation support.
- Continued visitation and quality assurance inspections.
- Recommendations for inventory and labor cost projections and controls.
- Continued research and development to keep Buster's Pizza, Donair & Pasta ahead of the competition.
- Public relations support.



## BUSTER'S PIZZA, DONAIR & PASTA QUICK FACTS

Established in 2001 with 13 locations and growing.



New units are continuously being opened, with a development plan of 45 stores across Alberta in the near future.



An Application Trade Name License and set-up fee of \$25,000.



Cash investment of \$75,000 - \$100,000 (depending on credit).



Total investment of \$350,000 - \$425,000 based on a 1200 - 1300 sq.ft. area.



An average of 6 employees per restaurant required to start



Site selection and lease negotiation assistance, as well as advertising assistance provided.



Key operation and ongoing support.

## 1 Fill out a Franchise Application

After visiting a Buster's Pizza location to enjoy our products, if you are interested in applying to become a franchise owner, the first thing you need to do is fill out the request on our online Franchisee Application form.

## 2 Assessment of Application

Once you submit the online application form which carries no obligation and is confidential; it will allow us to make our initial assessment of your financial status, business background and your location preference.

## 3 Net Worth Statement Application

Once we approve your online application, we will contact you and ask you to fill out a Net Worth Statement, this will allow us to assess if you need financing and if you have a good credit rating, and we will be able to help applying for bank financing and will assist the process.

## 4 Preliminary Approval and Meeting

If we approve your Net Worth Statement and it meets our expectations, we will contact you to set up meeting with the head office in Edmonton, AB where you will meet with several members of our Franchise Support team, and we will provide you with a copy of our Buster's Franchise Disclosure Document. This document contains background information regarding the franchisor.

## 5 Offer to Franchise

Buster's will then prepare an offer to franchise for you, which is conditional upon your franchisee approval, bank financing, and securing a lease for the premises. A refundable deposit in the amount of \$5000 is submitted with the Offer to Franchise.

## 6 Site Selection and Bank Financing

Buster's is actively seeking prime locations for our restaurants. You may also want to open a restaurant in a location selected by yourself, although the location must be evaluated and approved by Buster's Pizza. Construction of the restaurant will also be conducted or supervised by Buster's Pizza. We will also review, in detail, the process involved in applying for bank financing and will assist you in preparing to meet with the bank.

## 7 Franchise Agreement

Once bank financing is approved and all other conditions are removed, the offer to Franchise is firm; the deposit will become non-refundable; and the Franchise Agreement and all relevant franchise documents are signed. Additional funds are paid at the same time of starting construction and the \$25,000 franchise fee minus the deposit will be due at this time, and prior to starting construction and opening the business.

## 8 Training

We will offer training for you and also your co-workers, including: POS training, customer service, ordering supplies, how to make our products, advertising, and many things that you will need in order to open your franchise. After training and store construction, you Buster's Pizza location will be ready for operation!

..... If you have any questions please call  
Maggie at (780) 328-6475 ext 3 or  
..... email at [franchise@busterspizza.ca](mailto:franchise@busterspizza.ca)





# NET WORTH STATEMENT

## APPLICANT'S PERSONAL INFORMATION

NAME:

ADDRESS:

PHONE:

EMPLOYER:

POSITION:

# YEARS AT POSITION:

## PERSONAL FINANCIAL STATEMENT

as of \_\_\_\_\_  
DATE

of \_\_\_\_\_  
YOUR NAME

### BACKGROUND:

This Personal Financial Statement is being made for the purpose of opening a Buster's Pizza Franchise location.

## SECTION 1: BALANCE SHEET

ASSETS	VALUE	LIABILITIES	VALUE
Cash on hand	\$	Loans Payable to Financial Institution	\$
Cash in Bank	\$	Other Loans	\$
Debts Owed to Applicant	\$	Amount Owing on Motor Vehicle	\$
Retirement Accounts	\$	Amount owing on Real Estate	\$
Investments	\$	Unpaid Taxes	\$
Motor Vehicles	\$	Credit Cards	\$
Real Estate	\$	Other Liabilities	\$
Other Assets	\$		
<b>Total Assets</b>	<b>\$</b>	<b>Total Liabilities</b>	<b>\$</b>
<b>Net Worth</b>			<b>\$</b>

# NET WORTH STATEMENT

## SECTION 2: INCOME AND CONTINGENT LIABILITIES

SOURCE OF INCOME	VALUE	CONTINGENT LIABILITIES	VALUE
Salary	\$	Endorser, Guarantor	\$
Commissions/Bonuses	\$	Legal Claims	\$
Real Estate Income	\$	Other Contingent Liabilities	\$
Investments	\$		
Other Income	\$		
<b>Total</b>	<b>\$</b>	<b>Total</b>	<b>\$</b>

I certify that all the information provided in this statement is true and accurate as of \_\_\_\_\_ DATE

I authorize Buster's Pizza to make any inquiries that they feel are necessary to verify the information in this financial statement.

\_\_\_\_\_  
SIGNATURE(S)

\_\_\_\_\_  
SIGNATURE(S)



Please send this filled and signed form to: [franchise@busterspizza.ca](mailto:franchise@busterspizza.ca)