

Restaurant Franchise Development Guide

Best practices and key aspects for successful developments in the restaurant franchise industry



Summary

Starting a construction project, regardless of scale, comes with its share of challenges and worries. The worksite can quickly be affected if the budget and time line aren't respected, if the required skilled workers aren't available or if best practices aren't followed.

Such situations can lead to unfortunate, or even catastrophic, consequences for people in the restaurant industry, particularly because of the amounts of money involved and the business' reputation. Entrepreneurs who are working hard to start a business certainly don't want their dreams to turn to a nightmare before they even open their doors.

This white book aims to **support people whose entrepreneurial dream is to open a restaurant franchise**. Developing this type of business has specific challenges. First, the time frames for construction are very tight (generally two to three months). Second, designing and building a restaurant requires expertise and vast experience in the area, especially from the general contractor, who must coordinate all the skilled labour and have sound knowledge of the standards in force for kitchen design and construction. Therefore choosing a general contractor must not be left to chance.

Wouldn't it be reassuring to know you're in good hands from the very first steps of starting your new restaurant?

RenoAssistance is the **partner of choice for franchisors and for franchisees** who are either launching their first restaurant business or wanting to expand. We put you in contact with qualified contractors, so your work takes place without a hitch. With our hundred employees and nearly 2,000 Verified Contractors, we will support you through the entire construction or renovation process, to make sure your project is a success.



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Franchises vs. Independent restaurants

even though they sell the same product to customers (food), independent restaurants and those that are part of a franchise have very little in common. People who choose to open a franchise often do so to lower their risk, because they don't need to make their offering known to the public (everyone knows what you can get at a Burger King, Dairy Queen or Starbucks). Here's an overview of the **major differences** between these two business models.

**"A franchise environment is different from the independent one.
The mentality is not the same. Franchisors do not consider
themselves restaurateurs."**

- Stéphane Breault, franchise expert and executive coach of Imagine Franchise

Restaurant franchises

A franchise **environment is organized from A to Z**, with no improvisation needed and no surprises. The franchisor sets the rules about how the restaurant will operate, from the layout to the menu and suppliers (sometimes even the brand of toilet paper or dish soap to use).

This model has **many advantages**:

- The team hired by the franchisor (architect, interior designer, engineer, etc.) generally has a great deal of experience, which minimizes the risk of errors in development.
- No compromises are made in construction or choice of equipment (which however can increase the final price tag when the doors open).
- The restaurant is better build right from the start, which then limits the costs of corrections needing to be made later (due to poor design, low-quality equipment, etc.).
- Franchisees get access to equipment specially developed for the franchise (e.g. espresso machines).
- There is more leverage with standard equipment suppliers (e.g. a franchisor can negotiate bulk purchases from suppliers).



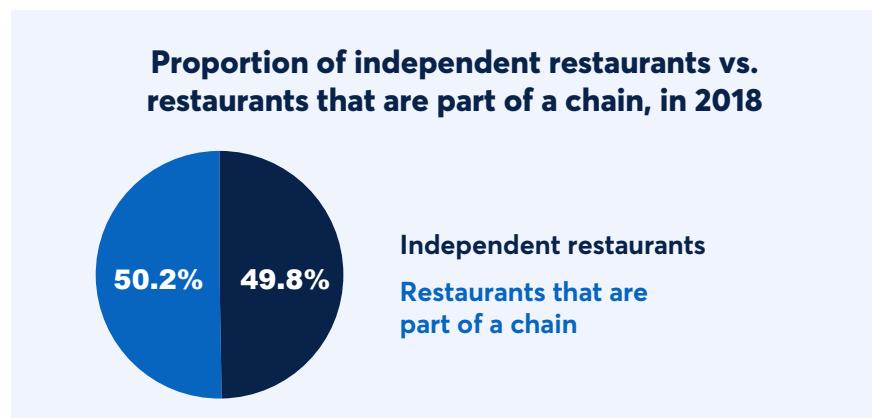
And finally the franchise model offers **support for its members**. According to Association Restauration Québec, franchises appear to have better survived the COVID-19 pandemic than independent restaurants. This can be explained by the fact that franchise owners had access to more assistance from their network, notably to quickly get government subsidies. This information is confirmed by the Conseil québécois de la franchise, which also highlights that some franchisors were able to support their franchisees by allowing them to spread out payments, be it for franchise fees or product purchases.

Franchises in Quebec: A few numbers

More than 1 in 3	96,677 employees	\$7 billion in revenues
franchises among the 17,916 restaurant establishments	in the restaurant industry—the 2nd largest employer in the province	ranked 5th among all industries, after automotive, food, health care and retail

Source: 2022 Indicia study on behalf of the Conseil québécois de la franchise

Franchises in Canada: A few numbers



Source : Association Restauration Québec (ARQ), *Profil et performance de la restauration québécoise*, 2019 edition

Independent restaurants

Independent restaurants enjoy **more freedom**. They can choose their:

- Location
- Menu (and can change it seasonally)
- Suppliers
- Decor
- And more



They develop their restaurant to their own taste and set the construction budget themselves. It is possible for them to **adapt their establishment to their clientele**, e.g., by setting aside a play area for kids in the corner of their café.

However, these specialists in cooking **often have less know-how about development**. (This is also the case for franchisees, but the difference is that franchisees can count on the team from their banner.) This can result in costly design errors that can impact productivity. And if independent restaurateurs choose less-expensive kitchen equipment or furnishings, they may end up having to replace them sooner than expected.

Major trends in the restaurant franchise industry

The forces at play in society, such as technological advances and environmental concerns, also affect the restaurant world. Here are a few of the trends that have repercussions on restaurant franchises.

Technology

Technology is increasingly being used in restaurants, be it for management, procurement, equipment or table service. For instance, in some establishments, QR codes have replaced paper menus.

The paper bill might be the next to disappear, replaced by electronic payments via smartwatch or smartphone. In fact, it could be possible to pay for a meal (and why not also to order it) via a QR code or other technology. This would save time for both customers and staff, who would no longer have to go table to table to take orders and collect payments.

Some restaurant owners are searching for solutions to offer table service in a labour shortage situation. Robots—including those of Chinese company Pudu Robotics—could help, be it to greet customers, show them to their table or bring them their meals.



Delivery

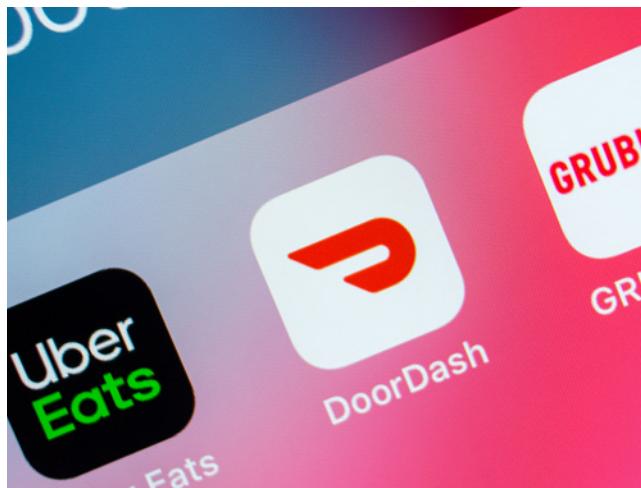
As online ordering and home delivery have gained in popularity, this has **disrupted traffic inside restaurants**, particularly those for which this phenomenon is new. It may be unpleasant for diners to watch delivery people arrive, cross the restaurant to pick up an order and then cross it again on their way out.

**42% of all adults in Canada
had ordered food from a delivery app at least
once in June 2021.**

Source: Survey conducted on July 22, 2021, by Ad Hoc Research on behalf of the Media Technology Monitor, titled *Sneak Peek 2021*

The prevalence of delivery clearly impacts new restaurant design. Many will want to plan not only a **dedicated counter** for delivery but also a **separate entrance**, so delivery people don't mix with customers, particularly in more upmarket restaurants with table service.

Other establishments will opt to **cut the dining room size by half**—if that was not already done during the pandemic—to dedicate a larger portion of their space for customers coming to pick up take-out orders.



Ghost kitchens

Another trend that emerged during the COVID-19 health measures is that of ghost kitchens (or dark kitchens). A 2021 *Journal de Montréal* article described an initiative taken by Pacini, which **offered its kitchen and staff to other food service establishments**, to prepare their dishes for delivery. The BeaverTails chain, most of whose sales happen in the evenings, from 8 p.m. to the wee hours, responded to Pacini's offer. Their alliance allows some Pacini franchises to offer their kitchen staff longer work hours and to increase their delivery value. For BeaverTails, this partnership was an opportunity to make itself known in new markets.

The kitchen of a franchise restaurant could also be used to **prepare fresh or frozen meals** sold in supermarkets or on-site.

**In 2022, 20% of adults in Canada and the US
bought frozen dishes from a restaurant
to reheat at home.**

Source: Square survey of 2,000 adults in Canada and the US, carried out in November 2022, titled *The Future of Restaurants Report: 2023 Edition*

The Future of Restaurants Report: 2023 Edition also highlighted another interesting trend: 10% of respondents had purchased **online cooking classes**, the same number as in 2021. This is another avenue that can be explored by restaurateurs wanting to diversify their sources of income.

**"The restaurant franchises that best survived
the pandemic are those that had several sales channels
(in house, take-out, in grocery stores, etc.). This trend is
continuing and developing."**

Xavier Chambon, Chairperson and CEO of the Conseil québécois de la franchise

Any franchisor wanting to launch this type of endeavour will no doubt want to rethink the layout and size of their restaurant kitchens..

Merchandise sales

Another trend impacting restaurant, and more specifically franchise, design is **the sale of products to eat at home or banner-branded merchandise**. For instance, in addition to selling frozen desserts, Chocolats Favoris also offers boxes of chocolates and other sweets. BeaverTails sells T-shirts, baseball caps, mittens, aprons and more. This offering requires facilities to showcase the products, be it display cases or shelving.



**57% of Canadians and Americans
purchased retail products from a local restaurant in 2022**

Source: Square survey of 2,000 adults in Canada and the US, carried out in November 2022, titled *The Future of Restaurants Report: 2023 Edition*

The environment

In line with the **ban on single-use plastics** (utensils, straws, etc.), which forced restaurateurs—especially those in fast-food chains—to find more environmentally responsible options, it is possible that **composting** may eventually become a requirement.

This could be a sizable challenge, involving more than simply sorting food waste. Imagine a seafood restaurant whose lobster and other crustacean shells are only picked up by the municipality twice a week. Between pick-ups, it could be risky to even open the compost bin to throw out more compost, knowing that foul odours could spread to the dining room. Designers and architects working on the kitchens of tomorrow will no doubt have to **find solutions** to that problem.



Types of franchised restaurants and development considerations

In the food service industry, there is an impressive array of establishments, each with its own features. Here's a broad overview of the **major categories of franchises** found most frequently on the market.

Fast-food restaurant franchises

These are designed to take in a large number of people over a short amount of time. Customers go to the counter to order their meal—or they use a self-ordering kiosk—and the service is expected to be **fast and efficient**. This type of franchise usually offers **simple menus**, which can also be ordered **online** or in a **drive-through**. Dining rooms often feature a **minimalist, functional** design, since comfort is not an issue given the short eating times. Colours are bright and materials are **easy to clean**.



"Fast gourmet" restaurant franchises

This type of restaurant is midway between fast-food and full-service restaurants. Customers place their **order at the counter** but the **food is served at the table**. Therefore the waiting area in front of the counter does not need to be as large as in a fast-food restaurant, where customers wait to order and then wait to get their food. Furthermore, in the fast-gourmet model, the counter won't take up an entire wall since cashiers must come around the counter to deliver food to the tables. Ordinary dishes and cutlery are often used rather than paper products. Some establishments offer alcoholic beverages. Franchisors of this type of restaurant spend more money to create a **decor that stands out**, while remaining relaxed.



Full-service restaurant franchises

These medium to large franchises offer **more elaborate meals** (and often alcoholic drinks) **served at the tables**, in a more comfortable dining room than those of fast-food restaurants. The interior decor and lighting are more elegant to create a **warm, inviting atmosphere**. In some establishments, dining rooms are subdivided into smaller, cozier and more intimate spaces. And in others, the design and decor are dictated by a **theme** (sports, brewery, nautical, etc.).

Mid-range restaurants	More refined cuisine	Breakfast restaurants
          	  	     

Café and bakery franchises

Cafés and bakeries are usually designed with a space to **order at the counter**, which is equipped with **display cases** for sandwiches, muffins, croissants and other pastries. These can be eaten in or taken out. Customers can use the tables and chairs—and sometimes armchairs—on offer for **eating, but also for working**. With the increase in people working remotely, this type of franchise has had to adapt. Some now offer work stations with electrical outlets and a fast, reliable Wi-Fi connection. In terms of decor, **warm colours** and **natural materials** are given pride of place, to create a friendly ambience.

There are, of course, **other types of franchises**, outside these broad categories:

- Restaurants that only offer delivery and take-out (Domino's Pizza, Pizzeria Slice Gang, some Pizza Huts)
- Franchises mainly offering desserts and sometimes main dishes (Cacao 70, Chocolats favoris, BeaverTails)
- Ice cream counters (Le Bilboquet)
- Juice bars (Jugo Juice)



Concept and planning

when developing a franchise, everything is **imposed by the franchisor**, from how the space is organized to what materials and colours are used. Franchisees don't have a say on the furnishings, trash receptacles, tiles on the wall or signage. At most they can suggest **minor changes**, but these must be approved by the franchisor.

**"We must never forget that the franchisee conveys
the franchisor's brand."**

- Stéphane Breault, franchise expert and executive coach of Imagine Franchise

If something is non-compliant or not well thought out, it's the brand that's penalized. For that reason, the responsibility for preparing the plans and specifications for the restaurant belongs to the franchisor.

Construction times are another distinct aspect of franchise development. Regardless of restaurant size or work budget, the construction times are generally **two to three months**. Therefore the general contractor has to tightly manage the different stages of construction and the various trades involved. If the choice of a contractor is left to chance, the start-up times could extend for months, which would have a significant impact on franchisees, who still have to start paying rent.

Trades involved

The **general contractor** is the person who acts as **project leader**. They must have restaurant experience to **thoroughly understand the standards** involved in each aspect of the job, particularly work in the kitchen.

**"A restaurant franchise may be one of the only types of franchise that
needs to employ most trades."**

Eric Cameron, Account Manager for RenoAssistance Commercial

A contractor used to developing retail or fashion stores will not necessarily have the skills needed for the food industry.

They will have to **oversee the following professionals** who are specialized in in the food service industry:

- Someone specialized in plumbing
- Piping contractor for everything that affects gas-operated equipment (ovens, fryers, etc.)—could also be a plumber knowledgeable about natural gas
- Ventilation specialist (for range hoods, in particular)
- Kitchen equipment representative (hoods, stoves, cold rooms, fryers, etc.)
- Sprinkler system specialist
- Carpenter for the bar, counters, stools, tables, chairs, etc.



The following professionals **must also be contacted**, but this is usually the responsibility of the franchisor or franchisee:

- Specialist in indoor and outdoor signs
- Signage specialist (e.g. stickers posted on the walls indicating the location of restrooms)

Steps to follow in franchise development

1. Choosing a franchise

Aspiring franchisees select the type of franchise they want to open. Often this choice has little to do with the type of restaurant or food sold (pizza, ice cream, coffee, etc.). Instead, it primarily focuses on the **franchisor** with which the franchisee will have to work:

- What assistance will they offer?
What are the standards to comply with?
- What are the franchise fees to pay?
- And more

Franchisees also have to look into the **rules about procurement**, as some franchisors require that all food be purchased from them, while others allow a certain percentage of local purchasing.

2. Choosing the location

Franchisees meet with the franchisor to determine the **best location** for the future restaurant. To do this, the franchisor (sometimes in partnership with the franchisee(s)) will carry out a **market research study**. The choice of a **city** must be done in line with the franchisor's expansion strategy but also with the other franchisees. For instance a BeaverTails franchise owner in Brossard might not want a restaurant from the same banner to open in their municipality.

Once the location is chosen, the franchisee(s) can start looking for **rental premises**, which will have to be approved by the franchisor. The franchisor may also suggest a good location for the franchise.

3. Creating the plans

Once the franchise agreement is signed by both parties, **the franchisor's architect** draws up the architectural and interior design plans. **An engineer** draws up plans for everything relating to structure, mechanics, plumbing, electricity and ventilation.

4. Getting the permits

The franchisees submit the plans to the city in question to get a **building permit**.

5. Receiving quotes

Franchisees generally look for general contractors to whom they can submit their plans and receive a quote. It is critical that the contractors chosen have **sound experience in restaurant development** and **knowledge of industry standards**.

Note that some banners may **suggest, or even impose** on their franchisees the use of contractors they work with regularly.

6. Analyzing quotes

In making the final decision, **price** obviously comes into consideration, but it is important to verify that all quotes are based on the **same scope of work**. One contractor could, for instance, have forgotten to include some aspects of the work to be done.

You can trust RenoAssistance to help you at the quote stage!



7. Selecting the contractor

Franchisees sign a **contract** with the contractor they have selected. Note that the franchisor may have the right to review the final choice.

8. Starting the work

The contractor begins the work. They **take charge of almost all tasks** and **manage the various trades**. The contractor could however turn to the franchisee or franchisor in case of unforeseen events, for instance, if some material is unavailable.

9. Coordinating other work: Carpentry and signage

Oftentimes, work relating to carpentry or signage is not entrusted to the contractor but to a **third party**. Franchisees must therefore organize the building of such items, along with their delivery and installation when the project is in the final stages.

10. Coordinating other work: Kitchen equipment

Franchisees must **buy the kitchen equipment** needed and coordinate deliveries to the worksite. For instance, the cold room must be delivered during construction so the general contractor can install it. Other equipment (range, fryer, etc.) must arrive at the end of the project. The general contractor handles **hooking up the equipment** in a compliant manner.

11. Getting inspections done

After the restaurant opens, several inspections must be done. A specialist will **inspect the hood** to make sure that it is the right size for the restaurant, its hookup meets the standards and it is venting properly.

In some cases, an inspection may also be required for **natural gas connections**.

Another type of inspection involves the **grease trap**, a receptacle that filters grease from wastewater.

And lastly, a **city inspector** will come visit, as will the franchisor, to ensure the work was done in line with what was requested.

12. Opening the restaurant

The franchisee can then open the restaurant and start **seeking a return on their investment**.

Why it is important that the work go smoothly

Remember that all the steps involved in construction must be done within a short time frame. If the contractor allows delays and backlogs to pile up, whether due to a coordination or material delivery problems, it's the franchisee who **bears the consequences**. They will have to keep paying the rent, but without any income being generated by their restaurant. A delay could also harm their advertising campaign for the restaurant's opening. Customers might show up on the planned opening date and find the establishment closed.

It's worth mentioning that restaurant construction usually takes place at the same time as the **franchisee training period**, during which they learn about their new roles:

- Operations
- Management
- Business development
- Staff recruitment
- And more

So it is better that franchisees not have to spend a lot of time resolving problems on the worksite, to the expense of their learning. Otherwise, even if the restaurant is ready to open on the planned date, franchisees **might not be ready to serve their customers** suitably. That would not be an ideal way to launch the business.

Spatial design: key aspects to consider

A restaurant, regardless of size and speciality, is made up of various elements the architect and/or designer must think about. These must be thought through in terms of the **franchisor's vision** but also the **regulations** in force and with a view to maximizing use of **space**.

1. Size of the restaurant

Restaurant size is determined by the franchisor, who gives the future franchisees a square-footage scale to respect. The **ideal surface area has been estimated** for the franchise to be profitable, taking into account most notably the cost of rent and the price of food.

2. Preparation kitchen

The amount of kitchen **equipment** will vary according to the type of food served in the franchise:

- Refrigerator (sometimes walk-in type)
- Freezer
- Oven
- Fryer
- Range
- Sink
- Dishwasher
- Storage space for dry foods and dishes
- Etc.

The space is planned out to be as **productive as possible**. The person doing the design will, for instance, think about how to move food quickly between the kitchen and service counter or between the kitchen and dining room, and make sure to **eliminate any obstacles** between them.



3. Service counter and kitchen

Franchises where customers order at the counter require a **dedicated space** for this, which includes for instance cash registers. In some restaurants, the counter has an adjoining service kitchen, where **final meal assembly** takes place, for instance the subs at Subway. Some banners, like Piri Piri, Amir and Basha, go a step further by having the **meat cooking process** visible to customers. The service kitchen is where you'll also find **soft drink fountains**. And the **menu is high up**, generally over the service counter.



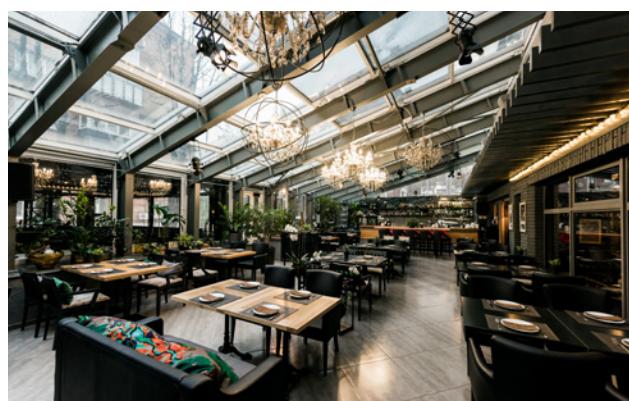
4. Waiting areas

In restaurants where orders are placed at the counter, a waiting area of some size must be included. In full-service restaurants, there may be a **waiting area near the entrance**, where customers wait to be seated. With some banners, there may also be a **waiting area specifically for order pick-up**.



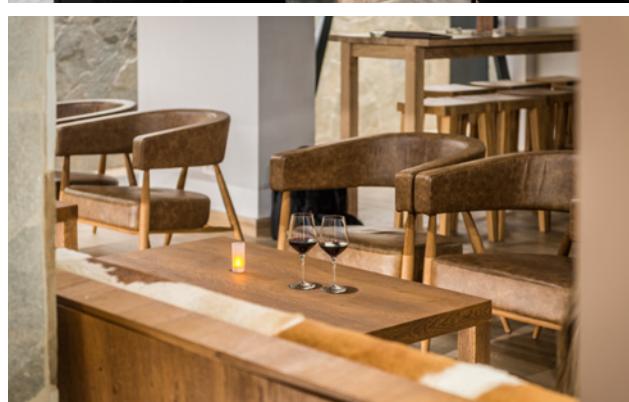
5. Dining room

Once the space for the kitchen, service counter and waiting areas are defined, the **area required for the dining room** must be assessed. This depends on the number of people the franchise wants to accommodate at once.



6. Tables and chairs

There are many options available in terms of furniture. Standard height tables or pub height? Will there be a bar where customers can sit and eat? The style of chair will depend on the **type of restaurant**. Fast-food restaurant franchises, which depend on a fast turnover, generally opt for chairs that are **not very comfortable nor expensive**. Full-service restaurants want their customers to linger longer, so will select **nicer chairs that are more comfortable**.



7. Utensil and condiment counter and trash receptacles

These are generally found in **fast-food or café franchises**. For instance, in cafés, this counter will have stir sticks, milk and sugar, and lids, and may include a hole for discarding waste. In fast-food restaurants, the trash bins are generally very large, and an area to collect trays may be located on top or on an adjacent shelf.



8. Restrooms

The number of restrooms is determined by the Building Code and varies by restaurant size and the number of seats. Some establishments choose to have separate restrooms for customers and staff, while others don't.



9. Decor

This aspect is **entirely up to the franchisor**. The decor is imposed on all the banner's franchisees. This includes everything from the colour palette and materials to the furnishings.



10. Signs

Franchisees not only have to adopt the franchisor's decorating concept, they also have to **get the banner's proprietary signs made and installed** inside and outside their establishment. This contributes to the brand image and lets customers quickly identify the location (think of McDonald's golden arches).



11. Lighting

"Lighting is so important in restaurants!" said Maria Deschamps, an interior designer who has designed several franchises. She reports that full-service restaurants, especially those offering fine dining, generally choose soft, intimate lighting, while fast-food franchisors want their establishment to be **more brightly lit**.



12. Signage

Signage inside the restaurant is there to indicate **what customers are most likely to look for**, like the restrooms. Such signage is most often found in **fast-food restaurant franchises**.



13. Patio

If a franchisee wants to have a patio installed, they must think of that **before selecting the location**, because not all municipalities allow it. It is also necessary to have a **permit** to install one.



How to find and choose the right professionals

as previously mentioned, finding a competent and experienced general contractor is essential for the work to go off smoothly. However, there is another type of expert who can also contribute to the project's success: the **Account Managers at RenoAssistance Commercial**.

Account Managers specialized in franchises have detailed knowledge of this field. They are often called upon to work with franchisors and **are very familiar with their clientele and their requirements**, while also having a good idea of the type of contractor they need. Thus, a franchisor wanting to open a new branch, in partnership with a franchisee, can talk to an Account Manager to get help.

The advantage that Account Managers offer is that they can count on an **extensive network of contractors and professionals** throughout Quebec and in several other Canadian provinces, which may not be the case for a franchisor wanting to expand into Trois-Rivières, Edmonton and Mississauga. It is also easier for Account Managers to find contractors who are available during this period of labour shortage. So all the franchisor or franchisee has to do is provide their plans to receive quotes obtained impartially. Their Account Manager even handles the **visit to the site of the future franchise** with the various contractors who will be providing quotes.

An **in-depth verification** will have been performed on the contractors who bid on the project (restaurant experience, licences, insurance). The Account Manager also **analyzes the quotes**, to make sure they are complete, and requests amendments where necessary. That way, the documents presented to the franchisor or franchisee are **complete and comparable**.

Lastly, Account Managers serve as a resource person, to provide **support and guidance to the client and the general contractor** during the construction. An Account Manager is there to mediate in the event of conflict or resolve communication problems if required.

In short, Account Managers offer a **turnkey service**, from someone neutral and external to the process.



Sample projects

Over the years, RenoAssistance has had the opportunity to guide several restaurant franchisees in achieving their dreams. Some of the successful restaurant franchise development projects in our portfolio are **Petinos** in Lasalle, **BeaverTails** in Brossard and **Pizzeria Slice Gang** in Sainte-Thérèse.

PETINOS

Year: 2021

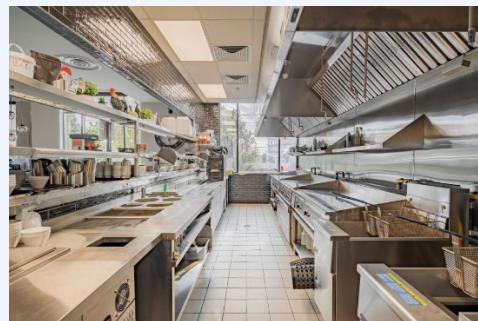
City: Montréal (Lasalle)

Franchise category: Full service

Background: The development of this franchisee's previous restaurant had not gone well. He felt bitter about it, and this time wanted to be able to depend on the services of someone reliable. For that reason, this franchisee turned to RenoAssistance for help.

Project description: After renting empty premises in a commercial building, this restaurant chain, known for its eggs Benedict, caramel-apple pancakes and classic American burgers, wanted to create a relaxing and welcoming atmosphere. They hired a Verified General Contractor and did business with their usual architect.

Outcome: According to the franchisor, the Lasalle Petinos construction had among the fewest hiccups in the history of the franchise! Since everything went smoothly and there was no delay in delivery, the franchisee opened the restaurant on the planned date and quickly began to get a return on investment.



BEAVERTAILS

Year: 2022

City: Brossard (Quartier DIX30)

Franchise category: Desserts (and mains)

Background: The BeaverTails team is specialized in franchising and restaurants but is less knowledgeable about construction. It was therefore difficult for it to support franchisees in looking over plans and hiring reliable contractors.

Project description: BeaverTails wanted to open a restaurant in an empty space at Quartier DIX30 shopping centre. The eight-week worksite was managed by a Verified Contractor in commercial construction.

Outcome: Working hand in hand with RenoAssistance, BeaverTails received a turnkey service, in which the team did all the pre-construction work. Thanks to one of our Verified Contractors, the franchise development went off without a hitch and finished on deadline. What's more, the franchisee received a highly competitive offer thanks to the quotes received through RenoAssistance.



PIZZERIA SLICE GANG

Year: 2022

City: Sainte-Thérèse

Franchise category: Delivery and take-out restaurant

Background: This was the very first Pizzeria Slice Gang restaurant to be built in the franchise created by Olivier Primeau. For the project to go smoothly, the franchisor needed support for the plans.

Project description: This first Slice Gang set up on the ground floor of a semi-commercial, semi-residential building belonging to the franchisor. Unfortunately, the location had a number of problems (structural, foundation, electrical, etc.) to resolve before the restaurant could open.

Outcome: With the support of RenoAssistance, the franchisor was put in contact with a Verified Contractor who was able to solve all the issues with the building. While the project faced unexpected delays and costs, the contractor's expertise and contacts allowed the Pizzeria Slice Gang to be ready to go when the restaurant opened.



Conclusion

starting a business by buying a franchise restaurant is an important life step. Aspiring franchisees must take the time needed to shop around for a banner, know the purchasing costs and operating regulations, and determine the type of support they will be entitled to. The franchisor must provide assistance and training for everything relating to restaurant operations in order to maximize the franchisees' chances of success.

This support also concerns the franchise development, which must follow guidelines that are identical for all establishments under the same banner. The franchisor will therefore produce the **building plans and specifications** for the future restaurant. All that's left is hiring the general contractor who will be in charge of the work.

A restaurateur is not necessarily an expert in construction. So they'll want to make sure they obtain the **services of contractors and professionals they can trust**, who have vast experience in the area. Finding them is another matter!

A **RenoAssistance Commercial Account Manager** can be a valuable source of assistance for this. They will:

- Manage the quote submission process
- Assist the franchisee in analyzing the quotes received
- Request amendments if necessary
- Support the franchisee in selecting contractors with the required experience in restaurant construction
- Resolve any differences of opinion that may arise along the way
- And more

Franchising expert Stéphane Breault describes the franchise world as "a world of collaboration and interdependence." There is no doubt that RenoAssistance Commercial can also make a contribution to this collective effort, to make every project a success.

