

Byron Schoepf
Atlanta, GA.



A long time resident of Atlanta and graduate of the University of Georgia, Byron Schoepf always dreamed of becoming an entrepreneur. A former marketing manager of a regional retirement housing company, Byron was in charge of overseeing 18 retirement units across the Southeast region when he discovered his passion for food and bringing people together. Seeking a change of direction and a new beginning, Byron began to research different franchise opportunities to satisfy his interests at both levels.

“I searched a multitude of franchise concepts, and found that Little Caesars was the ideal fit with my goals,” said Byron. “A well-established company with strong brand recognition and a great product that hit home with the market, Little Caesars provided me with the perfect opportunity to build a solid, thriving business.”

After thorough research, Byron found that Little Caesars offered him the best competitive advantage as one of the largest pizza concepts in the nation. Opening his first store in December of 2004, Byron today has more than 24 employees, a second store, and is well on his way to fulfilling his life long dream of owning a flourishing business.

“Little Caesars has an effective and efficient operational system that provides me with a time-tested business model which helped me to get my business up and running fairly quickly. The concept is easy to learn, teach and adopt across stores. Little Caesars has provided me with the tools to grow my business – training, infrastructure and marketing support with a tried and true system.”

Having a great product is the key to bringing customers in the door, and pizza lovers receive a great quality pizza at a significantly lower price point every time they purchase a Little Caesars pizza.

“Pizza brings families together and here at my store I love doing that. We work hard at consistently putting out a fresh hand-made pizza for \$5 daily. We never compromise on the quality of the product that reaches the customer.”

Not only has Little Caesars helped Byron achieve his goals professionally, it has also nurtured his love for his community. Embodying the corporate philosophy of giving back to the community it operates in, Byron is in tune with his community and works with local churches and schools to provide families in need with a quality meal. He also volunteers his time and equipment when the Little Caesars Love Kitchen, a pizza kitchen on wheels that travels the continental US and Canada providing hot pizza meals to the homeless, hungry, and disaster survivors, is in town. Giving back is also a philosophy that he encourages with his employees, and he plans to add programs that would help in their all round development on the job.

“I am proud to be part of a well established franchise system that not only provides me with the right tools and environment to grow my business financially, but with the opportunity to develop as an all-round business owner at all levels – professionally and personally.”

With Little Caesars' plans of growing the Atlanta market and establishing a strong presence in the region, Byron plans to ride this wave of expansion and not miss out on the ripe opportunity. With significant year-over-year growth, he plans to implement a strategic growth plan, adding more stores within three to five miles of each other, which would not only help him best manage his business, but also make Little Caesars easily available to residents all around.

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