

**Paul Armstrong
Anderson, IN**



As a recognized brand with a proven business model, Little Caesars provides a great opportunity for those looking for a new career. Paul Armstrong is a perfect example of someone who contemplated a career change, researched entrepreneurial investments and found a challenging and rewarding opportunity owning and operating his own Little Caesars business.

A lifelong resident of Michigan, Paul enjoyed working in the automotive industry for eleven years, but hoped that someday he could own and operate a business. After making the decision with his family, he decided to explore franchise opportunities outside of Michigan and become an entrepreneur.

“After researching several brands, I realized that Little Caesars was a strong brand with a proven track record and a system that works,” said Paul. “Little Caesars has been in business for nearly 50 years and has focused on providing customers with a convenient, high quality product with great value for a low cost, a concept I will bring to my customers.”

Little Caesars built new stores in 32 states and nine countries last year. This growth combined with fresh, quality products has positioned Little Caesars as a prime opportunity for potential franchisees.

“As a new entrepreneur, I was also looking for a business opportunity with a strong training and support system to help guide me through the challenges of starting a business,” said Paul. “The Little Caesars team offers great marketing support with a local approach to advertising that allows franchisees to use tools that work for them in their markets.”

Paul and his wife Leah, opened their new Little Caesars in Anderson, Indiana in May, and are enjoying being members of the Anderson community.

“I’ve been hearing from community members that they’re glad to have another Little Caesars in the area,” said Paul. “With quality ingredients like never frozen cheese and dough made fresh everyday, Little Caesars is a great choice for hungry Anderson families looking for value, quality and convenience.”