

Ramon Arias
Birmingham, AL



Ramon Arias who is growing rapidly with Little Caesars in Birmingham, Alabama. With over 35 years of experience in the food industry, Ramon has been the CEO of various food companies throughout his career. After three international assignments as well as six U.S. moves from Maryland to California, Ramon felt it was time to retire from the corporate world and start his own business venture in his wife's hometown.

Ramon opened his first Little Caesars store in September 2002 and less than four years later, has 12 stores operating across the region. He's currently working on two

additional locations has nearly 200 employees. A family owned and operated business that involves his wife and two sons, he has plans to continue to expand aggressively throughout central Alabama by adding two to three stores each year over the next five years.

"What attracted me most to the Little Caesars concept was its simplicity of operation and dynamic marketing strategy," said Ramon. "The ability of the system to get a single store up and running, as well as duplicate the same system consistently across stores, has helped me to expand at such a rapid pace within a fairly short time."

Ramon also finds that the key to his success is to surround himself with good people. "Our family is proud to be part of the Little Caesars family. There has been so much genuine interest in helping us succeed. Whether it's the corporate staff, or the people I work with on a daily basis, I have to have a strong support system and Little Caesars provides me with that," added Ramon.

Ramon also believes that giving back to the community is another key to his success. Little Caesars in Birmingham is a sponsor in the local AA professional baseball team, the local park's free Friday Night Movies, and provides pizzas for recreational sports teams, local community schools and churches.

With a solid double-digit, year-over-year growth rate, Ramon was declared the number two franchisee across the Little Caesars system, for 2005-2006 based on growth, and also named Marketer of the Year for franchisees with 7 or more stores. "We attribute our award to the strong leadership and support from our Little Caesars field marketing manager. Little Caesars' commitment to our success is evidenced by the strong resource commitment of corporate franchise services personnel to aid us in establishing solid store operations and management development programs," said Ramon.

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