



**Little Caesars®**

## **Growing with Little Caesars Across Atlanta and the South East**

### **Byron Schoepf in 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.

### **Ramon Arias in Birmingham, AL**



The same philosophy is shared by 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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