

Dale Beck
Florissant, Missouri



As an ambitious employee at Ford Motor Company's St. Louis Plant taking a buyout, Dale Beck wanted to start a new chapter in his professional career and become his own boss in a different industry. Dale spent several months researching affordable franchise business opportunities. He looked for a concept with strong growth potential in the St. Louis area that would give him the chance to hone his skills and provide him with a new challenge. His research led right to Little Caesars.

As a professional committed to quality who loves to learn new things, Dale became increasingly interested in Little Caesars. He realized that Little Caesars would give him an opportunity to become more independent with a proven system.

"I was at a point in my life where I wanted a career change, and I thought it was a good time to change industries," Dale said. "Combined with the company's growth in the St. Louis market, the opportunity to open my own Little Caesars franchise seemed to be a perfect fit. My brother, Doyle, has been a Little Caesars franchisee for a number of years, and I've watched his business grow. With a proven track record of continuous growth, Little Caesars by far stands out as a leader in the pizza industry providing the tools and training I need to grow my business."

In addition to learning the simple business model of operating a Little Caesars restaurant in the six week training program, Dale found the company's approach to customer satisfaction to be consistent with his own beliefs.

"The training I have received from Little Caesars has taught me to provide quality products to customers which has gone hand-in-hand with my goal of exceeding my customers' expectations with a perfect pizza, every time they come into my store," said Dale.

Dale polished his pursuit of customer loyalty while with Ford, where quality was its number one priority and employees were encouraged to take pride in their work. Dale feels that these skills, in addition to a familiarity with processes and systems, helped prepare him for a new career as a Little Caesars franchisee.

"I am grateful for the time I spent in the auto industry because it helped me develop some solid skills that are applicable to operating a Little Caesars franchise," said Dale. "I have been open for business for eight months now and I really enjoying being my own boss. I am looking forward to growing the Little Caesars brand in the St. Louis area by opening two to three locations over the next five years. It is an exciting time for me and my family."

Dale believes in giving back to the community by helping to support local schools and organizations. He sponsors two Little League sports teams, a football team in the fall and a baseball team in the summer.

“As a business owner I feel it is important to support local organizations with sponsorships and donations,” added Dale. “Little Caesars has allowed me the opportunity to really make a difference and become involved in the community. As I continue to grow my Little Caesars business, I look forward to helping more organizations in the St. Louis area.”

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