

Robert Jones

Lithonia, Georgia



Retired Air Reserves Staff Sergeant Robert Jones has close ties to Little Caesars as a longtime resident of the chain's hometown, Detroit. Now having moved to suburban Atlanta with his family to pursue his entrepreneurial dream with Little Caesars, Robert is thrilled to be opening his own location and to becoming his own boss with a business he truly believe in.

Robert is one of nearly two dozen veterans who have been approved as Little Caesars franchisees through the Little Caesars Veterans Program. The innovative program offers honorably discharged service-disabled veterans who qualify as Little Caesars franchisees a benefit of up to \$68,000.

Honorably discharged non-service-disabled veterans who qualify as Little Caesars franchisees, such as Jones, are eligible for a benefit of \$10,000.

"Little Caesars is committed to helping veterans like me become entrepreneurs and transition to a second career by offering a business opportunity with a proven business model," said Robert. "As I embark on this next chapter in my career, I'm looking forward to growing my Little Caesars business with my family and hopefully I can inspire more veterans to become entrepreneurs."

Little Caesars supports its franchisees with the tools of a proven system, including ongoing training, architectural services to help with design and construction, preferred lenders to assist with financing, the ongoing research and development of new products, and continuing, effective marketing programs and support.

"Having not been a part of the food service industry, the six weeks of training I received from Little Caesars taught me how to provide high-quality products with unmatched convenience to customers," said Robert. "Combined with my military background where I worked with systems and procedures, becoming a Little Caesars franchisee was a perfect fit for me."

Robert served in the Michigan National Guard for 17 years before becoming a Little Caesars franchisee with his wife and business partner Monique. They made the decision to move to Lithonia, Georgia with their two children to begin the next chapter of their lives. The pair hopes one day to become multi-unit Little Caesars franchisees, opening up to five locations in the suburban Atlanta market.

"I'm eager to offer the Lithonia community fresh, quality products at a great value with unmatched convenience," said Jones. "As new business members of the community, my wife and I plan to continue Little Caesars' nearly 50 year history of giving back by supporting local organizations and community events in Lithonia and the surrounding area."