

## **Franchisee Profile – Bob Peery**

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Franchisee Bob Peery continues to be impressed with the support and level of professionalism he's witnessed during his nearly decade-long relationship with Little Caesars. Bob, who is also a sandwich shop franchisee, currently operates 18 Little Caesars locations and has another in the works. He commented on the overall culture of the Little Caesars chain vs. the sandwich chain.

"There are more people who know what they're doing who can actually come in your store and help," Bob said of his operations and marketing support staff at Little Caesars corporate. While Bob concedes that he was more vested in his Little Caesars business, he felt that his sandwich shop venture could have been more successful if there was a stronger rallying cry from their corporate support staff, which he didn't see very often. In addition, the operation system was more cumbersome for the sandwich shop, labor and food costs were high, and sales weren't what he expected. Eventually, he closed two of his three locations. Meanwhile, his Little Caesars restaurants remain strong, and his experiences with corporate are positive.

The relationships between franchise owners are another aspect of franchising with Little Caesars that contributes to his satisfaction with the brand. The environment of the chain is supportive and collaborative. It isn't uncommon for Bob to visit another franchisee's stores for guidance, or for Bob to host franchisees in one of his stores. "I didn't grow up in the pizza business," Bob said, "so I like that support a lot."

That supportive environment carries over to Little Caesars' supplier, Blue Line Foodservice Distribution. Bob shared, "I like Blue Line. The Greensboro center is very customer-service oriented." Bob admitted that with 18 stores, they've sometimes forgotten to place a food order for one of them. He's relieved that Blue Line has been on top of that, reaching out to him to ensure that each store has what they need to serve their customers.

Bob concluded, "After spending more than 20 years in the business world before opening my Little Caesars restaurant, it's nice to have a template for my own business. I'm very pleased with the outcome so far."