



Make fresh *healthy Way*



The D Pizza



thedpizza **QSR**

Registered by **THEDPIZZA®**

The Home Of *Unlimited Meal*

INDUSTRY OVERVIEW

- ❖ The global functioning food and beverage market size was **USD 258.80 billion in 2020**. The global impact of the COVID-19 pandemic has been unprecedented and staggering, with functional food and beverage industry witnessing a positive demand shock across all regions amid the pandemic.
- ❖ Based on our analysis, the market exhibited an **impressive growth of 11.0% in 2020**. The market is projected to **grow from USD 281.14 billion in 2021 to USD 529.66 billion in 2021-2028 periods**.
- ❖ The rise in CAGR is attributable to these markets' demand and growth **returning to pre-pandemic levels and even exceeding** a great deal once the contagion ends along with **driving factors** such as **growing disposable income** leading to **increased indulgence in leisure activities** among consumers

ABOUT THE D PIZZA

- ❖ A recently introduced pizza restaurant chain in India is what we are known as. Yes, we are new in Indian market and running successfully. The D Pizza chain of restaurants has been started by **Mr. Dhruvesh Dhanani**.
- ❖ When it comes to variety of salads or garlic bread or the yummiest pizzas, you will remember us for sure. We offer **unlimited meal** with a fixed prices starting from Soup till Dessert. Talking of Dessert, along with normal conventional desserts, **we are the only one in Pizza industry** who serves a smoky dessert called **“Nitrogen Booster”**. Go to our Facebook page to see videos and reviews of our customers about our food, pizza and most importantly... **Nitrogen Booster**.

GUEST'S ATTRACTION

- ❖ The D Pizza has been known to refine food lifestyles across the **India** through its desire to let the masses have a taste of the brand by having them indulge in an **awe-inspiring experience of style, luxury and gastronomically genius** along with **extravagance** designed to spoil them.
- ❖ The D Pizza restaurant offers its consumers a place to enjoy Unlimited Italian Meal along with a great ambiance as well as given the chance to **dance on music beats with our special dancing lights**; making it the perfect place for friendly meets, family get together, or simply enjoying your own company in a serene yet lively ambiance with gorgeous state-of-the-art architectural designs.
- ❖ Whatever your palate may be, we have it all, offering a **large assortment of our signature beverages** along with sumptuous food from diverse cuisines, prepared by skilled professionals that you will savour long only at The D Pizza .



THE D PIZZA PHILOSOPHY

VISION

To transfigure the landscape of the restaurant industry in India by offering unparalleled blends of our signature meals and beverages along with top notch services.

MISSION

Nurture, catalyse and concoct the world's ultimate food experience that is in sync with the India's largest brand of pizzeria chain.

AIM

To establish the most contemporary and distinguished Pizza brand which redefines the industry's yardstick in the country.

WHY FRANCHISE THE D PIZZA??

THE D PIZZA IS THE INDIA'S LARGEST FRANCHISE NETWORK!!!

SOME THE D PIZZA KEY FACTS: -

1. 25+ outlets across India
2. 6 years of existence
3. We have specially made a menu which fits in to satisfying all generations
4. Our main aim to provide maximum choice to the customers who must get value for money with different varieties which can serve their taste buds
5. Quality of Global Standards
6. Timely bases innovation in menu
7. 100 million plus satisfied customer till now
8. Royalty free program which can leads shortening period of ROI. Fastest ROI in similar segment
9. Well established brand and Limited company
10. Existence across pan India
11. ISO certified company
12. Awarded as best pizzeria chain by Hon. Chief Minister of Gujarat

▼ FASHIONTV 360 DEGREE FRANCHISE SUPPORT ▲

Pre-Opening Support:

1. Location Analysis and approval.
2. Architect, DESIGNS, Layout, Etc.
3. DIAMOND Inspired Designs (Walls, Ceilings, Furniture, etc.)
4. Staff Recruitment.
5. The D Pizza Proprietary Products Supply.
6. Other Products and Vendor Tie-ups.
7. STRATEGIC Planning.
8. Staff extensive Training and execution.
9. THE D PIZZA BILLING POS.

LAUNCH SUPPORT

1. Planning and Execution.
2. Launch Plan in SMM and PR.
3. Promotion
4. Cross Marketing.

POST OPENING SUPPORT

1. Sales Incremental Strategies.
2. Audits.
3. Promotional Offers.
4. Google and Website Listing.

USPS OF THE D PIZZA

1. Staff providing lifetime without any cost
2. Social media paid marketing at company cost for the lifetime
3. Print media marketing support
4. Promotional material support
5. Customized key ingredients
6. Attractive DJ lights & Music Systems
7. Quality management team for the quality assurance
8. Frequently visit for the audit of outlet
9. Unlimited Energy drink served 1st time in India
10. Centralized POS system
11. Unique restaurant design for each outlet



SOCIAL MEDIA MARKETING

Dedicated Social
Marketing Handles:

- FACEBOOK
- INSTAGRAM
- TWITTER
- YOUTUBE
- LINKEDIN



SOCIAL MEDIA ENGAGEMENT

- Instagram uploads
- Facebook check-ins
- Twitter postings
- LinkedIn posts
- Facebook uploads
- Youtube videos
- Instagram check-ins
- Google ADs

SOCIAL MEDIA STATISTICS

150 new stories (Facebook)

200 new stories (Instagram)

50 new stories (Twitter),

More than 300 new stories per day!

Due to The D Pizza's brand POPULARITY and our customers love to post, like, share, comment, check-in, take pictures, shoot videos, tag, and more in all of our locations!

THE SOCIAL ENGAGEMENT WITHIN THE D PIZZA'S RESTAURANT NETWORK IS AN EXCITING AVERAGE OF 300 STORIES PER DAY – EVERY STORY IS FREE – WORD OF MOUTH – ADVERTISEMENT.



SPONSORED LOCAL LISTINGS

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- FACEBOOK LOCAL
- GOOGLE LOCAL
- GPS BASED AD
- FACEBOOK ADS POST AND LIKES CAM PAIGN
- GOOGLE ADS WORDS CAMPAIGN
- INSTAGRAM AD AND LIKES
- SEO MARKETING
- SEM MARKETING
- ANALYTICS AND REPORTS



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FRANCHISE BASIC REQUIREMENTS

1. AAA Location

The D Pizza Should Be Located In A Prime Triple A Location Of The City.

2. Strong Financial Backings

All Franchisees Must Be Able To Show Strong Financial Backings To Ensure The Success Of The Business.

3. Franchise F&b Industry Attraction.

All Franchisees Must-have Attraction And Liking Towards The Desired Industry With A Zeal To Learn, Explore And Strive To Succeed.

4. Strong Desire To Be More: Rich, Famous & Successful.



THE D PIZZA FRANCHISE FINANCIALS

MODULE	ID PIZZA (A-LA-CARTE)	THE D PIZZA (REGULAR)	THE D PIZZA (LUXURY)	BARBEQUE BOX (DIAMOND)
FRANCHISE FEE	RS. 2 LACS	RS. 8 LACS	RS. 15 LACS	RS. 18 LACS
AREA UPTO (CARPET)	UPTO 1000 SQ. FT.	UPTO 1700 SQ. FT.	UPTO 2000+ SQ. FT.	UPTO 2500+ SQ. FT.
OUTLET SETUP	RS. 17 LACS	RS. 35 LACS	RS. 60 LACS	RS. 1.2 CRORE
ROYALTY	NIL	NIL	NIL	NIL
ROI	2 YEARS	2 YEARS	2 YEARS	1.5 YEARS

THE D PIZZA MENU CONSISTS OF

AMAZING AND WIDE RANGE OF PIZZA & GARLIC BREAD

HUGE RANGE SOFTDRINK

SOUP, SALADS, APPETIZERS

ENTREE (VEG/ JAIN) (CHINESE, ITALIAN, MEXICAN, FRENCH, ENGLISH, AMERICAN)

MAINS (VEG / JAIN) (CHINESE, ITALIAN, MEXICAN, FRENCH, ENGLISH, AMERICAN)

UNIQUE PLATTERS SPECIALS (CUSTOMIZED TOUCH OF LOCAL CUISINE) SWEET TOOTH (PANCAKES, BROWNIES, ICE-CREAM, ETC)

THEDPIZZA FRANCHISE BENIFITS

Association with INDIA's LARGEST Pizza Brand.
Great Business Opportunity with GREATER Returns
Develop a huge fruitful circle of a business network.
Become a leader in hospitality industry in your city of cream society.
Get to be the next VIP jet setter.
Be on the VIP list of every Invitee List of your City.
Events become the respected player in your city. FOOD Indus try be seen and surrounded with the who's who of your City.
Meet the most beautiful and FASHIONABLE people Use the THEDPIZZA visiting card as your power currency.





ACHIEVEMENTS

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ISO 9001:2015

**Quality Management
Systems**

ISO 22000:2005

**Food Safety Management
Systems**

HACCP

**Hazard Analysis and
Critical Control Points**



It's time to celebrate since
you stole a Big Pizza of Our Hearts



Thank you for
voting for us as the

**BEST PIZZERIA
RESTAURANT CHAIN
IN GUJARAT.**



www.TheDPizza.com



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THE D PIZZA FRANCHISE AN INVITATION....

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The D Pizza is looking to partner with sound well-settled business-minded and experienced persons like you. We also expect our POTENTIAL partners to know about Indian food industry mind-set.

Basic brand requirements The D Pizza Facts

Brand Support

Exciting and INTERESTING enough to partner and associate with us, then for further information and discussion please

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