



MINOR  
FOOD

*Flavored to Excite*

**International Franchising with The Pizza Company**



## Background

In early 2001 The Pizza Company was launched in Thailand, in direct competition to Pizza Hut which then enjoyed a market share of over 95%.

The Pizza Company differentiated itself by offering consumers a fresh and innovative pizza approach.

This was based on richer and more generous toppings, greater variety with thirty pizza toppings to choose from, an appealing new cheese blend and new appetizers to enhance the dining experience.





## More about us

From the first day of launch, The Pizza Company soared to become Thailand's market leader in both the Dine – In and Delivery segments with collective share estimated at 70% by the end of 2001.

With its pizza and service, The Pizza Company has continued to innovate with new products and toppings that have clearly set it apart from its competitors.

# The PIZZA Company

celebrating every moment together





# A Message from our Chairman and Founder

*“ A pizza restaurant in Thailand? Thais don’t like cheese. Or foreign foods, for the that matter.”*

These are just some of the issues I came up against when deciding to create The Pizza Company. The entire country had only consumed three tons of cheese in that year, after all. Detractors, and well-meaning friends, would become even more cynical when I told them about my ideas to localize certain flavors to cater to Thai tastes. A Thai-Born pizza company? Incredulous, it seemed to some. But I went ahead with my vision.

It began with one pizza restaurant in 1980. Now more than 35 years later, Minor Food is one of Asia's largest casual dining and quick-service restaurant companies, operating over 2,200 outlets in 27 countries under The Pizza Company, The Coffee Club, Riverside, Thai Express, Basil Thai Kitchen, Benihana, Swensen’s, Sizzler, Dairy Queen and Burger King brands.

Spurred on by the abounding success of The Pizza Company in Thailand, we opened up pizza restaurants throughout Asia and the Middle East which have now become successful pizza operations.

The Pizza Company continues to expand, and is now looking for entrepreneurs to join in its success.

W.E. Heinecke



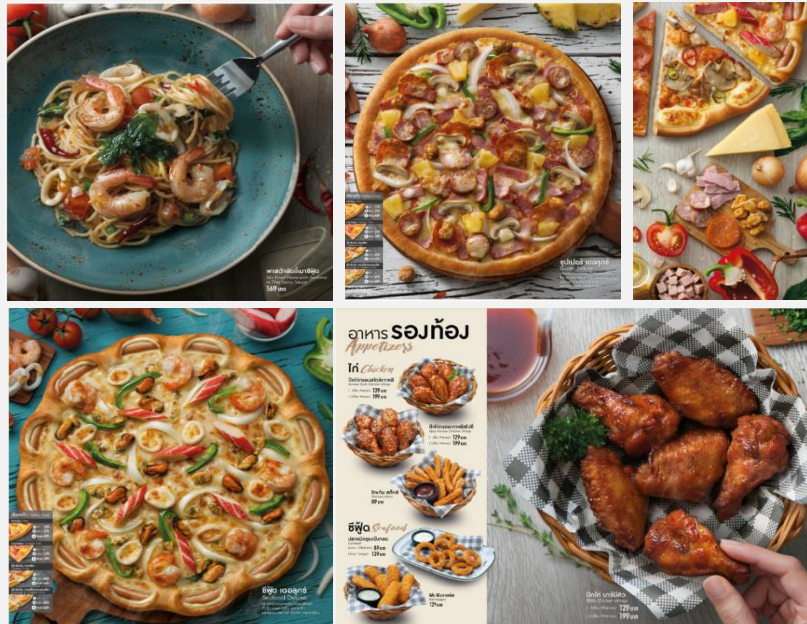
# Why The Pizza Company?



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## Pizza as you know it and so much more

It is with this value that The Pizza Company burst onto the market. We realized we could take our pizza concept to a higher level compared to international brands by offering our consumers more of what they wanted – richer and heavier toppings, an appealing new cheese blend, sautéed pasta, innovative appetizers, new types of pizza dough, and a world class dining experience.



## The result?

As an innovator in the food industry, we are passionate in delivering good food and good service to our customers, and developing our brands into market leaders. Today we proudly operate major food retail brands globally. We are continuously driven to grow our business and have never looked back.

The much-loved, category-leading The Pizza Company brand took the market by storm. Our telephone ordering and delivery service, under the instantly-recognizable four digits of "1112", became a household name. Within a year of launch, we achieved category leadership with a brand of our own creation. Today, The Pizza Company remains one of Thailand's most beloved home-grown consumer brands. Building on our success at home, we have taken the brand to overseas markets, as far afield as the Middle East.



## MINOR FOOD'S

Footprint

Restaurant Outlets in

**27** Countries

- Thailand
- Australia
- Bahrain
- Cambodia
- Canada
- China
- Indonesia
- Jordan
- Kuwait
- Laos
- Lebanon
- Malaysia
- Maldives
- Myanmar
- New Zealand
- Oman
- Pakistan
- Poland
- Qatar
- Romania
- Saudi
- Seychelles
- Singapore
- Slovakia
- UAE
- UK
- Vietnam



MINOR  
FOOD

More  
than 500 outlets  
in 9 countries.....  
and growing



# Customized Store Designs and Concepts



MINOR  
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Counter Service



Full Service Restaurant  
in a Mall



Full Service Restaurant  
on a Street



TPC Express  
Dine-in and Delivery

**THE PIZZA COMPANY** restaurant décor and design guidelines are provided to our franchisees, with our architects providing assistance with store designs. We also approve suppliers of equipment, fixtures, fittings, uniforms, utensils and signage to ensure consistent quality and easily recognizable brand standards.

# Operation Excellence & Training Support

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- One of the most important aspects of the hospitality industry is the recruitment and training of staff. Employees are your most valuable asset. Those with the right personality and attitude contribute to a positive dining experience for the customer and create brand awareness through word of mouth. For these reasons, we place tremendous emphasis on the training and motivation of your staff.
- Our Training Team will train you and your staff in food preparation, equipment operation, and store administration. HR management training includes people management, recruitment, conflict resolution, consumer relations, team building and time management.
- Our team is available prior to and after your restaurant opening, making sure processes are implemented and adhered to. Ongoing training and support is given throughout your time as a franchisee, with our International Franchise team consistently checking in for progress and helping to resolve any issues you may have.







# Being a Franchisee

Minor Food is the recipient of various international franchise awards, with The Pizza Company awarded the **International Franchisor of the Year** Award by the Franchising Licensing Association of Singapore.

Our proven international franchise system not only provides franchisees with the initial set-up and on-going support, but is also designed to ensure the business is a profitable one.

As a franchisee of The Pizza Company you will have access to the expertise of our International Franchise team in all aspects of your business, such as; management, operations, training, marketing, supply chain, R&D, and QA.



For more information on partnering with Minor Food, please contact the Minor Food International Franchise department:



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