



FRANCHISE CASE STUDY

LITTLE CAESARS®

Opening one **Little Caesars Pizza** franchise can be challenging as well as a very rewarding experience. Opening four at the same time? That's another matter. Just



ask Karen Angelosante and her husband Joe Davenport. "It was insane!" said Angelosante.

Through friends at Little Caesar Enterprises, the former Vice President of National Franchise Services Mike Shaub and his wife Janet, Angelosante and Davenport found out about a unique multiple Little Caesars franchise opportunity in Destin, Florida.

"I was retired from the restaurant business and my husband, with his building experience, was out of a job and we had heard good things about Little Caesars, so we decided to go for it," said Angelosante. "We went to Florida with Mike and found the four restaurants were a good deal. The wonderful people at Little Caesars guided us through the process, told us the demographics were great for their products and that they'd like to see us there."

Angelosante decided she should partner with her husband in this business endeavor. But how could she benefit the stores being so far away? She decided to take a crack at the bookkeeping even though her years of restaurant experience were nowhere close to the accounting side of things.

Janet Shaub told Angelosante to contact Technology In A Box and talk with the company about the Little Caesars Party Packs and QuickBooks® for the Little Caesars Franchise Owner.

Working closely with Little Caesars, Technology In A Box Executive Directors Lisa McCarthy and Christine Galli designed the accounting processes, document processes and document procedures for QuickBooks for the Little Caesar Franchise Owner. When a Little Caesars franchisee purchases a Little Caesars Party Pack, they receive QuickBooks for the Little Caesars Franchise Owner, a Franchise Resource CD, a manual with step-by-step instructions and personalized training sessions.

Technology In A Box consultant Mary Hunter worked

one-on-one with Angelosante in her home office and began the process of entering data into QuickBooks.

"Our books were crazy!" said Angelosante. "We were spending thousands of dollars from so many accounts to open these stores but Mary helped me straighten out where all the money was going." "When they do the training, there has to be dedication on the franchisee's part to get some work done. They do training with us and then they do their homework," said Hunter. "Once we set up the franchisee's file and train them on how to enter transactions, such as daily sales and entering physical inventory counts, it's very logical and very easy. It will give them the financial statements in the compliant format required by Little Caesars."

"Mary came out a few times and dialed in remotely and did all these amazing things. She's so cool, calm and collected. Mary is a fabulous teacher and was always reinforcing that I was doing a good job. This would have taken me hours, days, months to figure out but Technology In A Box puts it right there in front of you. By the middle of last summer I was breezing through our whole accounting," said Angelosante. Not only is Angelosante impressed with QuickBooks and Technology In A Box's Little Caesars Party Pack, but so was her CPA who thought her Profit and Loss Statement was in great order and husband Joe was really pleased.

"QuickBooks is an extremely powerful program but I would never attempt to set it up without some guidance. You don't have to be an accountant or bookkeeper to learn it and the biggest thing is that you have your own money in your hands! Joe was so excited about how it all worked out," said Angelosante. "The investment was invaluable," she added, "between QuickBooks and the Little Caesars Party Pack from Technology In A Box."

About Technology In A Box, LLC:

Technology In A Box, LLC is a national consulting firm that offers complete end-to-end solutions to small to mid-market businesses, from hardware and software, to post implementation services such as QuickBooks Consulting, Fractionalized Bookkeeping and Controllership services, to computer systems support and maintenance. Technology In A Box has offices in Michigan, Wisconsin, Illinois, Minnesota and Florida. For more information, call 877/824-6229 or visit www.TechnologyInABox.net.