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## **Business Profile**

### **The Company**

Pizza Originale is a franchise of Pizza Originale Italy. Company is registered under partnership act of Pakistan as a restaurant business services provider with head office in Bahria Town, Phase 4, Islamabad. It has some other offices in Pakistan too. It has rights of master franchiser and it can open franchise under same brand name all over Pakistan. Currently, 8 of its outlets are operating in Islamabad, Rawalpindi, Jhelum and Lahore. Every outlet is a sale tax payer and contributing in country's revenue. Another outlet will start working in DHA 2 in near future and it has plan of expanding its network in other major cities of Pakistan in coming years.

### **Mission and Objective**

To take a lead in quality/innovation in product, we offer to our valued customers among all the same product providers in country.

Our objective is reached with our customers' satisfaction.

### **Product**

Our product is 'Pizza' and our specialty is 'Thin Crust'. Besides this, we also provide our pizza range in thick crust on customers' demand.

*Product history* comes from late 19th century. Italian baker Raffale Esposito is said to have made the first Margherita pizza in honor of the Italian King Umberto and his Queen, Margherita, who were visiting his home of Naples.

Currently, we are offering 12 flavours of pizza and their recipes are same as Italy. Chicken/Beef, Vegetables and some special flavours using turkey, eggs etc. with our famous thin crust which is unique in whole country.

Dough and sauces, we developed our unique recipes and tastes which are famous among pizza lovers in all of country.

Our plans in near future are to introduce some new flavours and to expand our brand to whole of country especially in major cities, provincial capitals, and industrial cities of Pakistan.

### **Pizza Originale Outlets**

Islamabad: F-11 Markaz | F-6 Markaz | I-8 Markaz

Rawalpindi: Chaklala Scheme 3 | Bahria Town Phase 4 | Bahria Town Phase 7 | DHA Phase 2(Opening soon)

Jhelum: GT Road Jhelum Cantt

Lahore: Johar Town