



# PIAZZA

RESTAURANT CONSTRUCTION CONSULTANTS

## WHAT IS PIAZZA?

PIAZZA is a group of restaurant professionals whose experience ranges from Casual Dining to QSR, from Franchisee support to unit level Operations and Management, and from new store Construction to long term Maintenance.

Our experience in the Design, Development, Equipping and Construction of new restaurants sets us apart as a key partner for all of your expansion needs.

We are here to share our experience to make a difference in your restaurant.

## WHAT CAN WE DO FOR YOU?

PIAZZA exists to be the construction department for any restaurant company that does not have one.

If you are just getting started we can help you start on the right foot.

If you already have a construction team, PIAZZA can be the additional resource your team needs for value engineering, prototype shrinking, plan review, reimagining, on-site construction management and more.

PIAZZA is the missing link to growing your restaurant chain.



## OUR VISION

Outsourcing has become standard operating procedure for companies across the country. There are thousands of firms devoted to consulting in the areas of marketing, accounting, POS systems and menu development, but almost none are dedicated to the area where most new store cost overruns occur—construction.

Though there are millions of people involved in different facets of the construction industry, there is only a handful of people nationwide whose sole focus is multi-unit restaurants. Unfortunately for most, that highly specific knowledge and experience tends to stay within that group of professionals and the national chains who can afford them. Their “knowledge” is the reason why multi-unit restaurant chains have a more consistent identity, expand more quickly, and last longer than their single unit counterparts.

**OUR VISION** at PIAZZA is to share our knowledge and experience so small restaurants can finally grow, and mid-size and larger restaurants can grow faster and less expensively.

# OUR "MENU"



## CONSTRUCTION MANAGEMENT



Many restaurants have made the decision to outsource their construction management departments. Others have chosen to keep a limited corporate construction staff and supplement their team with outside consultants.

The advantages to this outsourcing strategy are reduced overhead and insurance expenses, additional tax deductions, and the ability to utilize these consultants on an as-needed basis.

Whichever strategy you choose, PIAZZA is available to supply your short or long term needs for restaurant construction professionals as your Owner's Representative. You cannot afford not to have someone looking out for your interests on the jobsite. **Protect your interests with PIAZZA.**



## VALUE ENGINEERING

Value engineering for most individuals translates only to reducing the cost of building construction. Unfortunately, this is often a short term approach that creates long term repair and maintenance expenses—expenses that eat away at bottom line profits and compound year after year.

We can frequently provide cost savings solutions to immediately reduce unit construction costs, but our investigation doesn't stop there.

We look beyond construction costs to energy expenses, repair records, and maintenance issues so you see value not just in year one, but also in year five, year ten, and beyond.

It's a dream of many operators to add a second or third location. Most people have poor first time construction experiences so the thought of going through that process again can be daunting.

It does not have to be that way---most delays, change orders, and cost overruns are preventable. You can have a good experience!

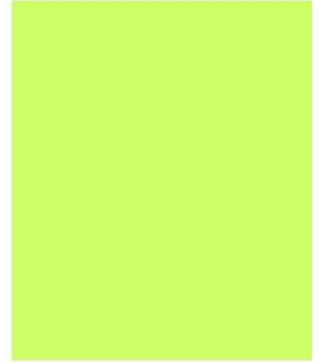
Our Team and development partners can help you through the entire process of site selection, permitting, design, drawings, bidding and construction. We provide the expertise in the development process so you can keep your focus on hiring, training, and day-to-day operations until we hand you the keys.

Ask how we can provide a "turn-key" construction experience for you today.

## SECOND OR THIRD UNIT



## PLAN REVIEW



Paper is one of the least expensive materials on a construction site—that is, until a change order is written on it.

Wouldn't it be great to have someone review your drawings, intensely reviewing them for hours on end searching for mistakes, errors and conflicts BEFORE the job goes out to bid? Wouldn't you like someone to review the drawings whose only goal is to look out for your interests before construction starts, before change orders start coming in on a daily basis, before the project budget becomes unattainable?

Architects and Engineers tend to review drawings strictly from a building code perspective. Our team will review your drawings from a contractor's perspective. What would a contractor find confusing? Where do the notes conflict with graphic portions of the drawings? Are there items on the drawings so vague that a subcontractor could justifiably charge a change order? Why do the plumbing drawings show different locations for the kitchen water lines than the equipment drawings? And so on...

We will thoroughly review your drawings in order to look out for You.



## MULTI-UNIT EXPANSION

Everyone, from the “McGiant” QSR chains to the “Stars” of the coffee business, went through the same experiences from the same learning curve of expansion. The difference, though, why some chains grow significantly faster than others is this: some chains go through the “Expansion School of Hard Knocks”...others hire its Graduates.

You can spend twenty years and millions of dollars learning how to grow your restaurant chain, or you can hire people who already know.

The choice is yours.

## PROBLEM SOLVING

Do you have a recurrent problem in several of your locations? Maybe it's a roof leak, a persistent odor, excessive kitchen equipment repairs, running out of hot water, HVAC air balance or customer comfort issues?

We have experienced many of these problems in our years in this industry, and we may have a solution for you.





# PROTOTYPE "SHRINKING"

The "Restaurant Row" development strategy of the 1990's has created a significant problem for restaurateurs that one major chain CEO bluntly described as, "Too many seats, not enough fannies".

This situation has two logical responses:

1. Don't build on a highly visible street where all of your competitors will have a presence, or
2. Build a smaller building that will accommodate the projected (reduced) volumes.

If your company chooses the latter option the next set of questions expand exponentially. How small do we go? How many seats? How do we reduce the size of our kitchen? How much money will it really save? And so on...

We can help you make the tough decisions that will help you develop the smaller prototype that you need to stay competitive in the marketplace.

# RE-IMAGING

Is your concept up to date? Can your customers clearly define who you are, what you provide, and what differentiates you from your competitors? If the answer is no, you may want to consider Re-Imaging.

Your building design is just as much a part of your company's image as your menu offerings. While many customers cannot taste the difference between inexpensive and quality ingredients, they can tell the difference between buildings *if* yours is unique. What does your building say about your image?

Image, the customer's belief that they are getting something different at your restaurant than those restaurants with a similar menu, is a key factor to retaining your existing customers, and gaining new ones.

Our design team can help you create an affordable and repeatable image that will allow you to stand out in the sea of restaurant sameness.



Thank you for taking the time to learn more about how PIAZZA can be a service to your company.

To get us started working for you, or for more information, please contact us via phone or email at the address below:

**PIAZZA**  
RESTAURANT CONSTRUCTION CONSULTANTS

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# THANK YOU!

