



PARTIE PIZZA

# BUSINESS PLAN



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# Summary Sheet

## LEGAL FORM

**SARL**

## SIREN NUMBER

**999 999 999**

## RCS

**Lille**

## SHARE CAPITAL

**\$20,000.00**

## LOAN

**\$40,000.00**

## DEBT RATIO

**2.0x**

## CAPITALIZATION TABLE

Partner names	Shares held	% Ownership	% Vote	Operational roles
Gino Pizza	0	0%	0%	Manager & front-of-house lead
Gina Pizza	0	0%	0%	Manager & cook

## PROJECT SUMMARY

In Lille, pizza remains a much-loved dish, but its standard format adapts poorly to the constraints of lunchtime. A whole pizza is often too much for one person, which creates a risk of waste and leads some consumers to rule it out at midday. This barrier is reinforced by the perception of a price that is too high relative to the quantity actually wanted, in a context where purchasing-power trade-offs favor quick, budget-controlled meals.

Partie Pizza addresses this gap with an offer centered on pizza by the slice, made from large pizzas that are cut up so customers pay only for the portion they eat. The concept offers slices priced at \$4.50 to \$6, lunch deals (pizza + drink + dessert) at \$8 to \$10, and coffee at \$2. The customer promise rests on an ultra-fast counter experience, a variety of recipes that let customers build a meal to suit their appetite, and a format designed for lunch, eat-in or takeaway.

## INCOME STATEMENT

Indicator	2026	2027	2028
<b>Total Revenue</b>	<b>\$88,650.00</b>	<b>\$116,955.00</b>	<b>\$147,575.00</b>
<b>Gross Margin</b>	<b>\$73,054.00</b>	<b>\$96,385.00</b>	<b>\$120,567.00</b>
Operating Expenses	-\$67,920.00	-\$67,920.00	-\$67,920.00
<b>EBITDA</b>	<b>\$5,134.00</b>	<b>\$28,465.00</b>	<b>\$52,647.00</b>
<b>Net Income</b>	<b>\$778.00</b>	<b>\$18,249.00</b>	<b>\$36,686.00</b>

PART 1

# The Project

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# Project Objective

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The on-the-ground observation is clear: at lunchtime, a large share of working people and students have neither the time to wait nor the desire to eat a whole pizza. In today's offer, pizza is mostly available in full format, with an uneven midday experience and a purchase journey that is poorly optimized for "a quick portion." Faced with the alternatives that are very present in Lille (bakeries, sandwich shops, fast food), the oversized format, the price perceived as high, and the risk of waste become concrete barriers that drive away customers who are nonetheless pizza lovers.

Partie Pizza's objective is to establish a direct response to this need for flexibility and speed by making by-the-slice sales the heart of the offer. The restaurant prepares large pizzas, cut up and available at the counter to serve quickly, with a choice of recipes that let customers take one or several slices depending on their appetite. The \$8–\$10 deals structure a complete, easy-to-read meal for the lunch break, while buying by the slice (\$4.50–\$6) lowers the price barrier of a whole pizza. The project thus aims to become a go-to midday address in Lille, driven by repeat visits, takeaway, and group orders from companies.

# Team

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G

## Gino Pizza

MANAGER & FRONT-OF-HOUSE LEAD

10 years of experience in food service. 2 years as manager of a restaurant profit center.

### Profile:

Sector-specific skills

Management skills

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G

## Gina Pizza

MANAGER & COOK

5 years as a commis in large Italian restaurants. 2 years as head chef in a renowned Italian brasserie.

### Profile:

Sector-specific skills

Human resources skills

# The Market

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The reference market for pizza in France is estimated at \$2.85bn (TAM), with announced growth of around 4%. This deep market benefits from structurally strong demand, but it is evolving under several pressures and trends: consumption trade-offs linked to inflation, the search for a better quality/price ratio, and the “snackification” of lunch with expectations of speed and takeaway. The digitalization of ordering and the growing influence of platforms also reinforce the logic of convenience and immediate choice.

Within this context, the segment of pizza sold in food service and out-of-home represents about \$800M (SAM). Competitive dynamics there are high, with chains, independents, and snacking players, but the offer remains mostly structured around the whole pizza. To capture urban lunch, the key success factors are speed of execution at the midday peak, price clarity, the ability to serve adapted portions, and variety, while remaining competitive against the already-established lunch deals.

The opportunity targeted by Partie Pizza is in Lille, on lunch in dense urban areas, with a SOM estimated at \$1.9M over a 3-to-5-year horizon for 1 to 3 points of sale. The identified gap concerns the low availability of an offer genuinely designed for quick “1 to 2 slices,” limiting waiting and waste. The concept therefore fits coherently into a local demand for practical, budget-controlled meals, addressing office and student flows as well as takeaway and group-order needs.

## Key Market Factors

- Inflation and purchasing power: heightened sensitivity to price and format (deals, portions).
- Urban density and pedestrian flows (offices, stations, campuses) determining midday sales potential.
- Local competitive intensity (independent pizzerias, snacking, bakeries, chains).
- Changing lunch-at-work habits (constrained time, quick solutions, takeaway).

# The Products

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## 1. Lunch Deal

Available exclusively at midday, this deal includes: two pizza “slices” of your choice, prepared daily with fresh ingredients; a drink to accompany the meal according to the customer’s preferences; and a dessert for a final indulgent touch. Designed to be quick to serve and easy to eat, this deal mainly targets working people, students, and passing customers who want to have lunch efficiently without giving up quality. It is a strategic loss-leader product, encouraging a steady flow of customers during the lunch slot and helping to optimize sales turnover.

## 2. Sexy Margherita

The Sexy Margherita revisits one of the great classics of Italian pizza in a simple, authentic spirit, true to the world of New York pizzerias. This recipe rests on the balance of three emblematic ingredients: a tomato pulp base, bringing freshness and lightness; fior di latte mozzarella, for a soft and generous texture; and basil leaves, added for their aromatic note and freshness. This pizza highlights the quality of the ingredients and the balance of flavors, offering a simple, effective, and timeless recipe.

## 3. Vegano

The Vegano is a pizza designed to meet the growing demand for vegetarian options. This recipe emphasizes the freshness and simplicity of the ingredients: a tomato pulp base, bringing balance and freshness; cherry tomatoes, for a slightly sweet note and juicy texture; a homemade caper pesto, offering an aromatic and slightly salty touch; and fresh basil, reinforcing the vegetal and Mediterranean notes. The Vegano thus broadens the menu by offering an attractive vegetarian alternative, suited to a clientele increasingly attentive to meat-free options.

## 4. NY Pepperoni !

The NY Pepperoni is an emblematic pizza inspired by the great New York pizzerias. This recipe consists of a tomato pulp base, bringing freshness and balance; fior di latte mozzarella, for a soft and stringy texture; slices of chorizo, offering a slightly spicy and indulgent note; and freshly ground pepper, which subtly enhances the whole.

# The Products (cont.)

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## 5. Messy Cheesy

Inspired by the generous spirit of New York pizzas, it celebrates a rich and melting combination of cheeses. This recipe combines a ricotta cream base, bringing sweetness and creaminess; fior di latte mozzarella, for a stringy and melting texture; goat cheese, which adds a note of character; and a touch of honey, balancing the whole with a light sweet note.

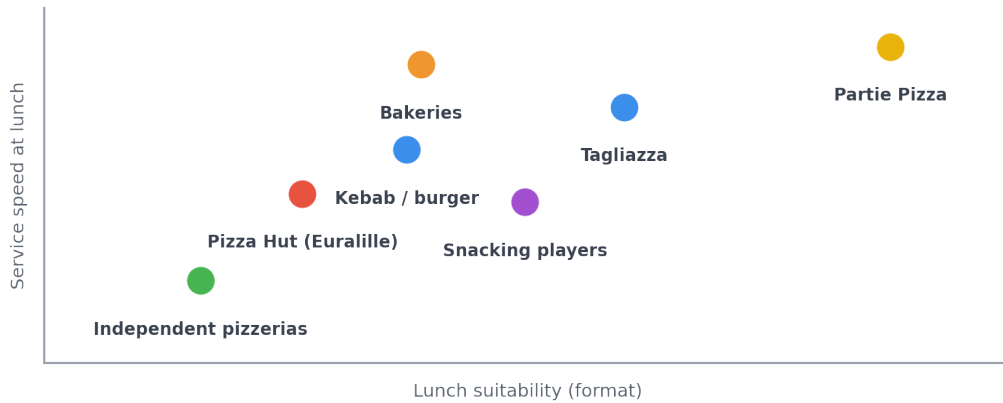
## 6. Cookie / Brownies

The dessert offer is in keeping with the New York pizza concept, proposing simple, generous, and much-loved classics. The selection includes: soft cookies and fudgy brownies. These desserts, inspired by New York street-food standards, bring an indulgent and comforting touch to end the meal. Easy to eat in or take away, they naturally complete the lunch deal while being a high-margin add-on product that helps increase the average basket.

## 7. Drinks

The drinks menu was designed to naturally accompany the food offer and complete the customer experience. It proposes a simple, effective selection including: still or sparkling water, soft drinks, Italian beers, and Italian wines. This selection offers coherent pairings with the world of pizza while meeting customers' different preferences, whether they want a refreshing drink or a more gastronomic accompaniment. The deliberately short range simplifies stock management, speeds up service, and helps improve the average basket through the natural drink + meal pairing.

# The Competitive Landscape



## Tagliazza

Local player identified as a competitor, potentially positioned on a pizza/snacking format (depending on its Lille location).

**Strengths:** Knowledge of the local area, existing footfall, snacking offer potentially already calibrated for lunch.

**Weaknesses:** Limited differentiation if the offer is not centered on slices and speed; variable visibility/standardization.

## Pizza Hut (Euralille)

International chain present in a high-traffic area (shopping center / station).

**Strengths:** Brand awareness, operational capacity, standardized menus, strong location visibility.

**Weaknesses:** Mainly whole-pizza offer; purchase journey sometimes less optimized for a “quick single slice”; higher perceived price.

# The Competitive Landscape (cont.)

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## Independent pizzerias

Highly fragmented market of local pizzerias (eat-in, takeaway, sometimes delivery).

**Strengths:** Proximity, artisanal image, local recipes, neighborhood loyalty.

**Weaknesses:** Mostly whole-pizza format; uneven speed and midday experience; reliance on the made-to-order production peak.

## Local snacking pizza players

Counters/snacking that may offer pizza, slices, or similar products in the city center/campus.

**Strengths:** Established lunch usage, often competitive prices, fast service.

**Weaknesses:** Variable quality/consistency; sometimes undifferentiated offer; limited brand experience.

## Bakeries & sandwich shops

Major lunch alternative (deals \$6–\$10) very dense in the city center and office districts.

**Strengths:** Ultra-fast, ingrained habits, accessibility, long opening hours, controlled midday basket.

**Weaknesses:** Less differentiation on the “hot pizza” offer and recipe variety; less of a “pizza pleasure” experience.

## Kebab / burger / sushi fast casual

Common lunch alternatives offering a complete meal quickly, at a comparable price.

**Strengths:** Meal perceived as complete and suited to lunch, high availability, speed.

**Weaknesses:** Less aligned with the “pizza craving”; quality variability; can be perceived as heavier depending on the offer.

# The Customers

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## 1 Office worker

### OBJECTIVES

- Eat in under 20 minutes
- Spend about \$8–12
- Eat their fill without excess

### PAIN POINTS

- Whole pizza too big for lunch
- Price of a whole pizza perceived as high
- Uncertainty about waiting time

### BEHAVIOR

Chooses usual spots near the office; very sensitive to deals and to visible speed at the counter; buys easily if ready-made slices are available.

## 2 Student

### OBJECTIVES

- Eat for less than \$10
- Have variety
- Be able to take 1 slice (or mix and match)

### PAIN POINTS

- Restaurant prices
- Lunch offers poorly suited to a small budget
- Lack of simple, readable promotions

### BEHAVIOR

Gets information via social media; weighs price heavily; favors quick offers and bundles (slice + drink).

# The Customers (cont.)

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## 3 Individual customer (all sectors)

### OBJECTIVES

- Have a suitable portion
- Limit waste
- Taste several recipes

### PAIN POINTS

- Formats too large
- Waste if the pizza isn't finished
- Few flexible options in pizzerias

### BEHAVIOR

Buys 1 slice or 2 different slices; comes back if quality is consistent; sensitive to freshness and to a readable offer.

## 4 Time-pressed consumer

### OBJECTIVES

- Pick up on time
- Avoid waiting
- Pay quickly

### PAIN POINTS

- Deadlines not met
- Order errors
- Offer hard to understand online

### BEHAVIOR

Pre-orders if the experience is simple; compares via reviews and local results; demands reliable execution.

# The Customers (cont.)

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## 5 Manager / project lead

### OBJECTIVES

- Feed a group quickly
- Respect a per-person budget
- Simplify logistics

### PAIN POINTS

- Varied food preferences
- Organization and punctuality
- Need for a standardized offer

### BEHAVIOR

Orders quantities for a group if the offer is clear (platters/packs) and reliable; becomes loyal if punctuality is delivered.

# Acquisition Strategy

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Partie Pizza's acquisition strategy aims to generate immediate visibility at launch, while building a lasting brand preference among working people, students, and time-pressed lunch customers. In a highly competitive Lille lunch environment, the challenge is to make the "pizza by the slice" format quickly identifiable, then turn the first trial into repeat visits thanks to the promise of speed, readable pricing, and adapted portions.

In phase 1, acquisition relies on social media to announce the opening, concretely show the ready-made slice offer and prices, and capture the attention of nearby customers. The content highlights the simplicity of choice, the variety of recipes, and the practical value of a short lunch break, in order to trigger the first trials and create a habit of stopping by.

In phase 1, a promotional campaign with an opening discount is rolled out to nearby schools. This action directly targets students and young workers who are sensitive to budget and flexibility, positioning the slice and the deal as a clear alternative to classic lunch offers and encouraging fast word-of-mouth within a concentrated area.

In phase 1, a promotional campaign with an opening discount is also directed at nearby offices. The goal is to convert working people at lunchtime by emphasizing the ultra-fast counter service and the option of a complete meal via the \$8–\$10 deals, with execution compatible with time constraints.

In phase 2, social media takes over to maintain visit frequency and remind customers of the offer day to day. The communication reinforces memorization of the concept, highlights the variety of recipes and the value of composing a meal according to one's appetite, in order to anchor Partie Pizza as a regular midday solution.

PART 2

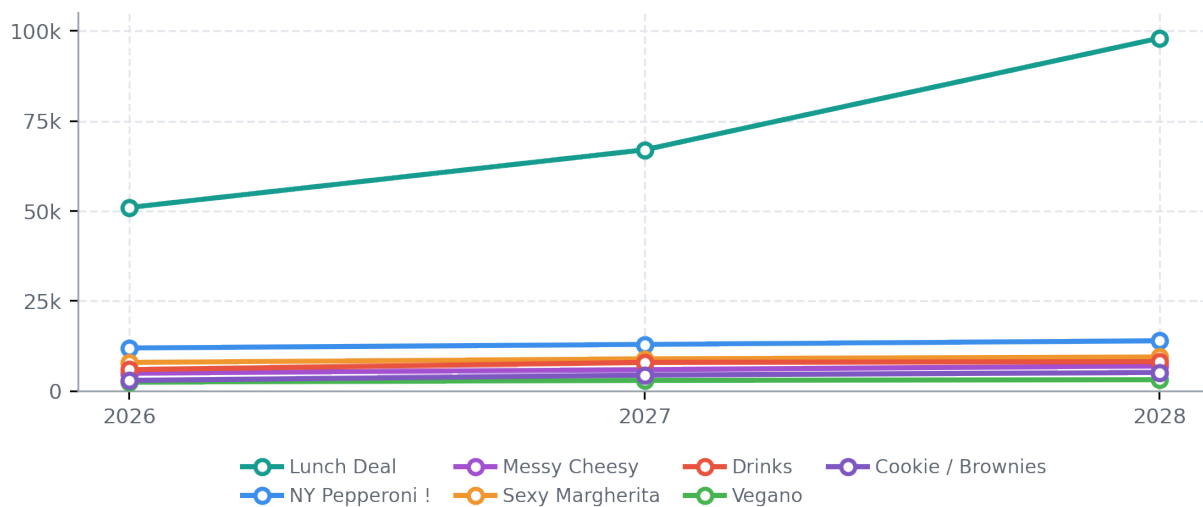
# Financial Forecast

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# Income Statement

Indicator	2026	2027	2028
<b>Total Revenue</b>	<b>\$88,650.00</b>	<b>\$116,955.00</b>	<b>\$147,575.00</b>
<i>Revenue Growth %</i>	—	31.9%	26.2%
<b>Gross Margin</b>	<b>\$73,054.00</b>	<b>\$96,385.00</b>	<b>\$120,567.00</b>
<i>Gross Margin %</i>	82.4%	82.4%	81.7%
<b>Operating Expenses</b>	<b>-\$67,920.00</b>	<b>-\$67,920.00</b>	<b>-\$67,920.00</b>
EBITDA	\$5,134.00	\$28,465.00	\$52,647.00
EBIT	\$1,763.00	\$25,094.00	\$49,276.00
<b>Net Income</b>	<b>\$778.00</b>	<b>\$18,249.00</b>	<b>\$36,686.00</b>

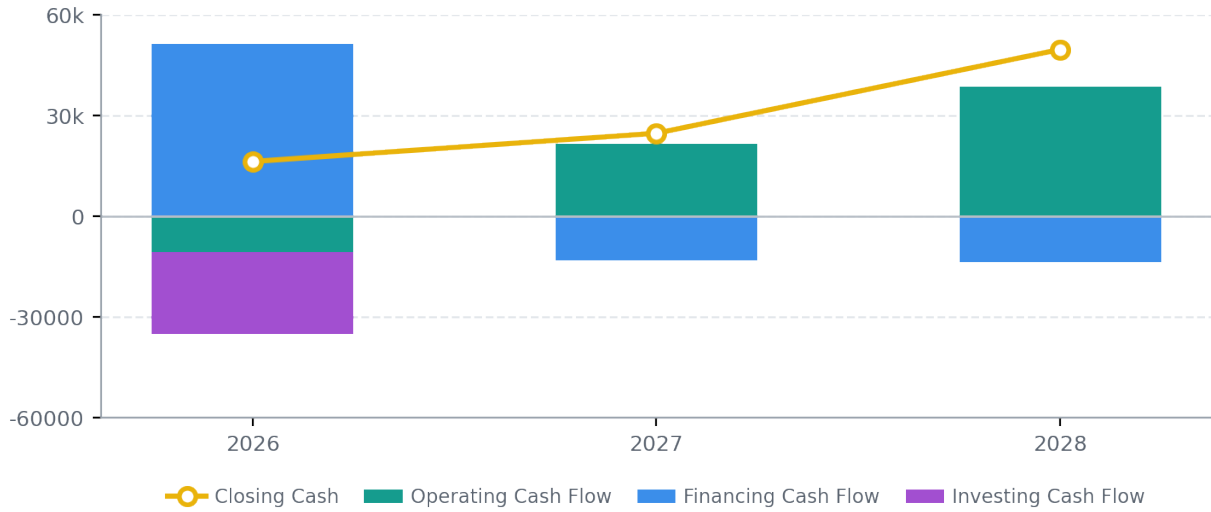
## Sales Evolution by Product



# Expenses

Category	2026	2027	2028
Salaries	\$28,560.00	\$28,560.00	\$28,560.00
Rent	\$17,400.00	\$17,400.00	\$17,400.00
Marketing	\$9,600.00	\$9,600.00	\$9,600.00
Electricity	\$4,800.00	\$4,800.00	\$4,800.00
Insurance	\$3,900.00	\$3,900.00	\$3,900.00
External services	\$2,400.00	\$2,400.00	\$2,400.00
Bank fees	\$780.00	\$780.00	\$780.00
Internet	\$240.00	\$240.00	\$240.00
Telephone	\$240.00	\$240.00	\$240.00
<b>Total</b>	<b>\$67,920.00</b>	<b>\$67,920.00</b>	<b>\$67,920.00</b>

# Cash Flow Statement



Indicator	2026	2027	2028
<b>Opening Cash</b>	<b>\$0.00</b>	<b>\$16,324.00</b>	<b>\$24,747.00</b>
Operating Cash Flow	-\$10,596.00	\$21,620.00	\$38,574.00
Financing Cash Flow	\$51,419.00	-\$13,197.00	-\$13,598.00
Investing Cash Flow	-\$24,500.00	\$0.00	\$0.00
<b>Closing Cash</b>	<b>\$16,324.00</b>	<b>\$24,747.00</b>	<b>\$49,722.00</b>

# Sources & Uses Statement

Indicator	2026	2027	2028
<b>RESOURCES</b>			
Capital	\$20,000.00	\$0.00	\$0.00
Loan	\$51,419.00	\$0.00	\$0.00
Shareholder current account	\$0.00	\$0.00	\$0.00
Grants	\$0.00	\$0.00	\$0.00
Change in working capital	\$0.00	-\$8,423.00	-\$26,459.00
Self-financing	\$4,149.00	\$21,620.00	\$40,058.00
Subtotal	\$75,569.00	\$13,197.00	\$13,598.00
<b>Total resources</b>	<b>\$75,569.00</b>	<b>\$13,197.00</b>	<b>\$13,598.00</b>
Cash balance	\$16,324.00	\$24,747.00	\$49,722.00
<b>SELF-FINANCING CAPACITY</b>			
Net income for the year	\$778.00	\$18,249.00	\$36,686.00
+ Depreciation & amortization	\$3,371.00	\$3,371.00	\$3,371.00
- Grant write-backs (non-cash)	\$0.00	\$0.00	\$0.00
+ Net book value of asset disposals	\$0.00	\$0.00	\$0.00
- Proceeds from asset disposals	\$0.00	\$0.00	\$0.00
Subtotal	\$4,149.00	\$21,620.00	\$40,058.00
<b>Self-financing capacity (CAF)</b>	<b>\$4,149.00</b>	<b>\$21,620.00</b>	<b>\$40,058.00</b>
- Loan repayments	\$8,581.00	\$13,197.00	\$13,598.00
<b>Net self-financing</b>	<b>-\$4,431.00</b>	<b>\$8,423.00</b>	<b>\$26,459.00</b>

# Balance Sheet

Indicator	2026	2027	2028
<b>ASSETS</b>			
<b>Fixed assets</b>	<b>\$21,129.00</b>	<b>\$17,757.00</b>	<b>\$14,386.00</b>
Inventory	\$0.00	\$0.00	\$0.00
Trade receivables	\$20,061.00	\$20,061.00	\$21,987.00
Other receivables	\$0.00	\$0.00	\$0.00
Cash	\$16,324.00	\$24,747.00	\$49,722.00
<b>Current assets</b>	<b>\$36,385.00</b>	<b>\$44,808.00</b>	<b>\$71,709.00</b>
<b>TOTAL ASSETS</b>	<b>\$57,513.00</b>	<b>\$62,565.00</b>	<b>\$86,095.00</b>
<b>LIABILITIES &amp; EQUITY</b>			
Share capital	\$20,000.00	\$20,000.00	\$20,000.00
Net income for the year	\$778.00	\$18,249.00	\$36,686.00
Reserves	\$0.00	\$778.00	\$19,027.00
<b>Shareholders' Equity</b>	<b>\$20,778.00</b>	<b>\$39,027.00</b>	<b>\$75,713.00</b>
Bank loans	\$31,419.00	\$18,222.00	\$4,624.00
Trade payables	\$2,419.00	\$2,419.00	\$2,693.00
Tax & social liabilities	\$2,897.00	\$2,897.00	\$3,065.00
Other liabilities	\$0.00	\$0.00	\$0.00
<b>Current liabilities</b>	<b>\$5,316.00</b>	<b>\$5,316.00</b>	<b>\$5,758.00</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>\$57,513.00</b>	<b>\$62,565.00</b>	<b>\$86,095.00</b>