



## **Nick's Pizzeria... The past, present and future!!!**

After obtaining an investor in early 2009, negotiations began later that year for a space located at 119<sup>th</sup> & Metcalf in the former WJ McBride's building located in Overland Park. The lease was signed in March 2010 and so began the process for opening the first Nick's Pizzeria and Ice Cream. The space was a 6,000-square-foot former bar that required an extensive make-over due to use as a previous bar & restaurant and neglect. In January 2010, prior to signing the lease and taking possession, the Landlord/Property Manager failed to prevent the building from freezing during a cold spell in the KC Metro causing the pipes to freeze/break. Although water damage was known prior to signing of the lease, the repair turned out to be more extensive than anticipated, thus requiring extra time and capital (that wasn't budgeted for) and as a result delayed the opening.

Despite all of the obstacles, Nick's Pizzeria and Ice Cream opened for business on August 12<sup>th</sup>, 2010. Many mistakes were made over the next few months, some within our control and some beyond. A few of the mistakes made within our control were marketing dollars spent that did NOT turn out to be effective or have a good ROI (return on investment). Another one was over-staffing issues during the first several months because it was unknown what type of turnout would be expected. A final major issue was a significant delay in repayment from the landlord for expenses generated from the build-out. Although I believed I could overcome all of these mistakes at the time, it turns out they were more overwhelming than anticipated.

Many times I have been asked, "What happened? Why did you have to close?" Three items are believed to be the major reasons why the initial Nick's Pizzeria and Ice Cream did not succeed. One was too much square footage for a brand new non-franchised restaurant to start out with. Next was a location that did not have good visibility with major traffic flow and the ability to easily be found. Finally, a poorly outlined marketing plan that did not generate the exposure leading to the traffic flow needed. As months went by there were ups and downs for Nick's Pizzeria and Ice Cream. For every mistake that was made, lessons were learned and solutions were obtained. Unfortunately we ran out of time before some of those mistakes could be corrected. Although it can be argued why the initial Nick's Pizzeria and Ice Cream was a failure... I prefer to think of it as we just did not succeed.

Since closing the doors back in July 2011, many hours have been spent on research, planning, modifications, revisions and rebranding for the new and improved Nick's Pizzeria & Frozen Yogurt. That's right, "and Frozen Yogurt." There will be a slight change in our new name. In addition to serving great Breyer's ice cream, we will also be serving frozen yogurt. As we grow, I hope to add a frozen custard line to give us a well-rounded "frozen dessert treat" menu. I know that I have learned a great deal of lessons necessary to make the next one a success. Now the process begins of obtaining investors necessary for raising the capital needed to get the doors re-opened. At the present time, we are holding taste-testing parties for those interested in possibly investing with Nick's Pizzeria & Frozen Yogurt.

Once the necessary capital is raised, the process will begin in locating the right location for Nick's Pizzeria & Frozen Yogurt. I believe that location should remain in the Johnson County, Kansas area, ideally somewhere between 95<sup>th</sup> & 135<sup>th</sup> Street, within a mile east or west of Metcalf. With expansion, subsequent restaurants will be located in other strategic locations in the Greater Kansas City Metro. I believe that I have the drive, experience, discipline and most important the passion necessary to make each and every Nick's Pizzeria & Frozen Yogurt a successful and profitable establishment that will create a good ROI for our investors.



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***Kids Love the Fun... You'll Love the Food!!***