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## LITTLE CAESAR'S FRANCHISE – COSTS, FEES & EARNING STATS



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**Liquid Capital:** \$150,000+

**Net Worth Requirement:** \$350,000+

**Investment:** \$378,700 - \$1,695,500

**Franchise Fee:** \$20,000

**Units in Operation:** 4,181+

**Founded:** 1959

**Franchising Since:** 1962

Little Caesar's is a carryout pizza restaurant founded in 1959 by Mike and Marian Ilitch in Michigan and offers low-cost pizzas with a wide variety of toppings and is best known for its \$5 Hot-N-Ready pizzas.

In this article, we will discuss the costs and fees associated with opening a Little Caesar's franchise and the potential earnings you can expect as a franchisee.

## IS LITTLE CAESAR'S A FRANCHISE?

The company began franchising in 1962 and it's safe to say that Little Caesar's is a successful franchise. A franchise (<https://wolfffranchises.com/what-is-a-franchise/>) is a business model that can be repeated across multiple locations and offers a standard product or service, has consistent branding, and provides support to its franchisees. Little Caesar's requires all of its franchisees (<https://wolfffranchises.com/what-is-a-franchisee/>) to use the same recipes and methods for making pizza. This ensures that customers will have the same experience no matter which location they visit.



## HOW MANY LITTLE CAESAR'S FRANCHISES ARE THERE?

At the beginning of 2022, there were a total of 4,181 locations open in the United States. In addition to its domestic growth, Little Caesars Pizza is international, with locations in over 25 countries.

The company has plans to open even more franchises in the future. With its convenient locations and affordable prices, Little Caesars is well-positioned to continue its expansion into new markets.

With over 4,000 franchises in the United States, Little Caesars is the third largest pizza franchise in the world.

## HOW HARD IS IT TO GET A LITTLE CAESAR'S FRANCHISE?

Little Caesar's is one of the most popular pizza franchises in the United States, known for its low prices and convenient locations. As a result, it's no surprise that many people are interested in Little Caesar's franchise opportunities. However, it's not as simple as just filling out a few forms. There is a four-step process in order to open a franchise.

The first is to fill out an application and complete Discovery Day (<https://wolfffranchises.com/what-is-franchise-discovery-day/>). Step two is an eight-week in-store training program. Step 3, is the construction of the site and step 4 is the Grand Opening. In addition, potential owners must have a minimum of \$150,000 in liquid assets and a net worth of at least \$350,000.

## HOW MUCH DOES A LITTLE CAESAR FRANCHISE COST?

So, you're thinking about opening a Little Caesar franchise. But how much does a Little Caesars franchise cost? The total investment for a Little Caesars franchise ranges from \$378,700 to \$1,695,500.

This includes the cost of leasehold improvements, equipment, signage, and initial inventory. There are some fees that may be included in the cost of the franchise, or with the ongoing operation of it. These are the website service fee, the security and technology fee, and the accounting and legal costs.

Of course, the biggest expense will be the building itself – you'll need to find a location that meets Little Caesar's criteria, which usually means a storefront in a busy shopping center or strip mall.

The actual costs will vary depending on the location and size of the restaurant and Little Caesar provides financing options for qualified applicants. But with over 4,000 locations worldwide, it's clear that many people believe that the cost is worth it. After all, who doesn't love pizza?

## WHAT IS LITTLE CAESAR'S FRANCHISE FEE?

For those interested in starting their own Little Caesar's pizza franchise, the initial franchise fee (<https://wolfffranchises.com/franchise-fee/>) is \$20,000, which covers the rights to use the name and logo of the company. However, this is just the beginning of the investment required to get your business up and running. Ongoing expenses such as rent, utilities, labor, and marketing must be factored into the budget.

Although the total cost of starting a Little Caesar's franchise can be substantial, the company provides training to help new franchisees succeed (<https://wolfffranchises.com/what-is-a-franchisee/>). Little Caesar's franchise fees include a 6% royalty fee on gross sales and a range between 3-7% as a brand fund fee on gross sales.



## HOW MUCH DOES A LITTLE CAESARS FRANCHISE OWNER MAKE?

Little Caesar's doesn't publicly display what each location makes, but how much a franchise owner makes can vary by a number of factors, such as the franchise's location, the size of the store, and the owner's experience. For example, a franchise owner in a rural area is likely to make less than an owner in a major city. Similarly, an owner with several years of experience is likely to make more than a new franchise owner.

## THE WOLF'S TAKE 🐺

Little Caesar's is considered one of the "Big Four" pizza brands along with Domino's, Pizza Hut, and Papa John's. With 4,000+ locations in the United States, and even more worldwide, it's one of the most recognizable quick service restaurants in the world.

Not to mention their slogan "pizza pizza" is hard to forget!

As an investment, it's certainly not cheap to build a Little Caesar's, as the midpoint investment is \$1,037,100.

Though we don't have any concrete information from Little Caesar's to go off, we know that food margins are typically pretty low (in the 10-12% range). For comparison's sake, Domino's has an average revenue per location of roughly \$1,352,208 – so we can assume Little Caesar's is likely below that. Given the investment size, it's likely *at least* 5+ years before you can recoup your investment. While I have no comment on the pizza, there are certainly more profitable franchise options out there!

## ENDING SUMMARY

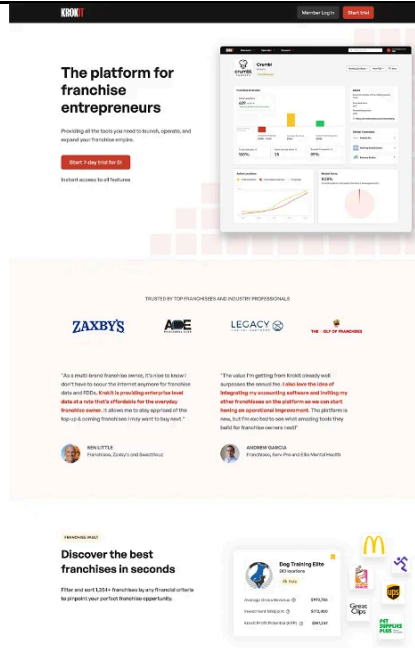
Little Caesar's is a good option for those looking to get into the pizza franchise business. The company has been around for over 60 years and has a strong reputation and a proven business model.

This is not investment advice. As always, look at the franchise disclosure document (<https://wolfffranchises.com/franchise-disclosure-document-fdd/>) and do your own research and due diligence before investing and realize any investment may go to zero.

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