

CASE STUDY

PIZZERIA GROWS BUSINESS WITH
MERCHANT CASH ADVANCE



A publication of



ABOUT THE BUSINESS

The small family owned restaurant with 46 employees was founded in 2009, miles from Cocoa Beach and Cape Canaveral. Specializing in New York Style pizza and Italian cuisine, the owners focused on a business and atmosphere that was "fun for the whole family."

THE CHALLENGE

The business owners realized to appeal to a broad range of customers, first impressions were vital. Renovations were necessary for an inviting atmosphere that was not only comfortable but presented a clean and updated interior. They also wanted to capitalize on the beautiful weather with a patio. Building their brand of "fun for the whole family" was important and the customers' experience was priority.

The owners were frustrated as they were unable to obtain traditional bank loans since they were a relatively new and small business. They began to search for alternative means to fund their renovation and expansion.

THE SOLUTION

The family's solid investment plan began to take shape in 2013 with their first merchant cash advance from Quikstone Capital Solutions. The owners knew their idea was a good one when monthly credit card sales increased approximately 30% within a year. This success helped further their expansion; they updated kitchen equipment and renovated the attached space next door for a larger full service bar with additional seating. Along with the renovation, they purchased two refrigerated food trucks to pick up supplies for the restaurant and make deliveries for their catering business. These modifications were possible with a merchant cash advance from Quikstone Capital Solutions.

Within two years, revenue more than doubled and is now bringing in more than \$1 million a year.

The merchant cash advances allowed their business to thrive and offer a location that not only draws customers in but keeps them coming back for "fun for the whole family."

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Quikstone Capital Solutions can provide the
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