

THE PIZZA CONE BUSINESS LEGACY

THE COMPLETE 7-BOOK SYSTEM FOR BUILDING, OPERATING AND GROWING A PIZZA CONE BUSINESS

BOOK
01

OF 07



START

START & GROW YOUR PIZZA CONE BUSINESS

From First Cone to
Profitable Pizza Cone Business



Hannes De Bruyn



THE BRAIN ART
Created to Inspire. Inspired to Create.

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Preface

A pizza cone business brings together product development, production discipline and commercial judgement. This book introduces the systems needed to move from an idea to a repeatable operation: customer positioning, costing, equipment, food handling, service, staffing and growth.

Use the chapters as a practical reference. Test assumptions against your own records, costs and trading conditions, and adapt the worksheets before relying on them in your business.

From a tested product to a trading business

- ① **Test the product**
Record quality, yield and consistency.
- ② **Make first sales**
Test customer groups and a selling point.
- ③ **Build a system**
Review quality and reconcile shift records.

Figure 1. Start with testing, learn from first sales and build a repeatable operation.

How to use this book

Read Chapters 1–4 to establish the product and business model. Use Chapters 5–9 to organise production and service, and Chapters 10–13 to develop the team and plan growth. Chapter 14 brings these ideas together in a worked planning exercise.

The appendices contain recipes, operational forms, a wholesale pitch and troubleshooting material. The glossary explains recurring terms. Keep completed worksheets with your operating records and revisit them after each trading cycle.



Figure 2. Maxi and Mini are distinct formats. The supplied photograph preserves their real relative proportions.

Chapter 14 Putting the business into practice



Learn before expanding

- 1 Plan**
Choose one customer group and trading test.
- 2 Test**
Run the preparation and service rehearsal.
- 3 Measure**
Record sales, costs, waste and feedback.
- 4 Review**
Change one assumption and test again.

Figure 24. Treat the first trading exercise as a measured test, then review the evidence before expanding.

The following hypothetical example combines the planning methods in this book. The amounts are illustrative assumptions, not a quotation, forecast or record of an actual operator. Replace them with your own verified figures.

14.1 Build a testable trading plan

Choose one customer group, one trading location and a short menu. Write down the assumptions you need to test: likely orders, preparation time, serving capacity, ingredient yield and customers' willingness to pay.

14.2 Work through the numbers

Suppose the selling price is R65 per cone and the variable cost is R25. Contribution is R40 per cone. If the fixed costs attributable to the event are R1,200, break-even is 30 cones: $R1,200 \div R40$. At 50 cones, revenue is R3,250; variable costs are R1,250; contribution is R2,000; the amount left after the stated fixed costs is R800. This is not net profit if labour, transport, fees or other costs have been omitted.¹

14.3 Test the operation

Run a timed preparation and service rehearsal. Check portion consistency, stock records, equipment setup and the handover sequence. Record interruptions and identify the constraint that slows the queue. Use appropriate verified food-safety procedures throughout.

14.4 Compare the plan with the result

After the event, reconcile opening stock, sales, waste and closing stock. Compare actual contribution with the plan. Separate a demand problem from a capacity problem: low sales may reflect weak demand, slow service, stock shortages or a combination.

14.5 Decide the next step

Change one important assumption at a time. Repeat the test, document what improved, and expand only when your records show that quality, service and cash flow can remain consistent.

14.5.1 Implementation checklist

☐ Confirm the customer group, venue and menu.

¹Use costs and sales from the same trading period. Contribution is not the same as cash in the bank, and it becomes profit only after all relevant remaining costs are accounted for.

- ☐ Cost every ingredient and include packaging, fees and expected waste.
- ☐ Calculate the break-even quantity and a realistic service target.
- ☐ Prepare equipment, operating procedures and stock sheets.
- ☐ Record actual sales, costs, waste and customer feedback.
- ☐ Review the result before committing to expansion.

14.5.2 COMPREHENSIVE APPENDICES & OPERATOR'S TOOLKIT

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BOOK 01 OF 7 / FREE READING SAMPLE



Your next
chapter
starts here.

Start & Grow Your Pizza Cone Business

By Hannes de Bruyn

Explore the complete book: customer positioning, costing, production, equipment, service, staffing and growth. Includes recipes, operational forms and reference tools.

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