



Why you should invest in a SUBWAY® Franchise

Running your own business is no small feat. Given the amount of investment it requires in terms of your time to the resources (both human and material), it can become overwhelming. However, seeing your venture eventually succeed with happy customers and a happier you, makes it worth all the effort.

So for those of you who have been pushing back that idea of setting up your own business saying “Not yet or now is not the right time etc. etc.,” the following story might serve as an inspiring nudge to get over your inhibitions and start right away.

In 1965 at Bridgeport, a city in Connecticut, US a 17 year old boy was thinking of ways to fund his college tuition and fulfill his dream of becoming a doctor. He was working at a hardware store but his wage was not enough to fund his tuition fee. While at this, he accompanied his parents to a picnic at the home of his parent’s friends. Like all teenagers he was not very keen on attending but went any way. However, it was this visit that turned into a fateful day, laying down the foundation of what would eventually become what is today the world’ largest submarine sandwich chain – SUBWAY®.

This 17 year old was Fred DeLuca founder of SUBWAY®. The family friend, whose home he had visited that day was Dr Peter Buck, the person who suggested that Fred open a sandwich shop which, he would become a partner in. Excited by the idea and with a \$1,000 loan/investment from Dr Buck, Fred opened his first submarine sandwich shop ‘*Pete’s Super Submarines*’, in August, 1965 at Bridgeport, in partnership with Dr Buck. They changed the name to SUBWAY® in 1968. By 1974, there were 16 SUBWAY® restaurants operating throughout Connecticut. Realising that the number was still short of their goal of having 32 stores opened in 10 years, they began franchising in 1974. It was this decision which catapulted SUBWAY’s growth and went on to change the landscape of franchising.



In India, with **580 restaurants** owned and operated by Indian franchisees across more than **70 cities**. SUBWAY® continues to chart strong growth with aggressive expansion plans in metro and non-metro locations.

Quick guide to know more about SUBWAY® franchising opportunities

Minimum investment	Minimum area required (in sq. ft)	Preferred location
Rs 45 lakh	250 sq ft to 2000 sq ft per restaurant	Any location meeting the company standards can be utilized.

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For those of you keen to know more about franchising opportunities with SUBWAY® here is a quick guide that could be useful:

Becoming a SUBWAY Franchisee:

<http://www.subway.com/en-in/ownafranchise>

Total investment: Starting at Rs 45 lakh

Area required (in sq. ft): 250 sq ft to 2000 sq ft per restaurant

Preferred location: Any location meeting the company standards can be utilized.

Training and support : All SUBWAY® franchisees are provided training and support through its world headquarters in Milford, Connecticut, USA, five regional offices and various country offices across the globe. In India, SUBWAY® provides training to franchisees from its Gurgaon based headquarter, which has a training center and professional trainers to impart training. Additionally, all franchisees have access to "The University of SUBWAY®" an online training platform hosted by the brand.

Currently, SUBWAY® franchisees in 112 countries are successfully operating 44,800 plus restaurants. The key takeaways from Fred's story – every big thing starts small and franchising remains a great way to run a business.

Today, SUBWAY's high quality products recognised globally as fresh, nutritious and tasty, low financial investment required to open a restaurant and solid support network for franchisees have made it an attractive franchising proposition. SUBWAY's story has found resonance with entrepreneurs from across the world including India, especially with those looking at setting up their own businesses. As SUBWAY® franchisees they continue to play a major role in expanding the brand's footprint; many of them started off with a single restaurant and are today operating multiple units.

In India, with 580 restaurants owned and operated by Indian franchisees across more than 70 cities, SUBWAY® continues to chart strong growth with aggressive expansion plans in metro and non-metro locations. With the National Restaurant Association of India predicting India's food services industry to grow into a \$77 billion industry by 2021 at an annual growth rate of 10 per cent, the industry is set to emerge as one of the biggest contributors to the country's economy.

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