

CaptShady

08-10-2005, 09:00 AM

Do you know if corporate is aware of quiznosSucks.com ?

QuiznosSucks

08-10-2005, 11:35 AM

Yeah, Corporate is aware of QuiznosSucks.com. Richard Sauls, the fellow who is responsible for the site, is himself a former Quiznos franchisee. Corporate actually sued to force him to kill the site and lost.

My own feeling is that QuiznosSucks makes them a bit nervous. It was developed on a shoestring and to little fanfare, but now averages in the neighborhood of 30k hits per day. I know that ever franchisor has its share of unhappy franchisees, but the situation with Quizno's has reached a fever-pitch. From my research, the only comparable situation I have found is UPS Store franchisees.

Ultimately, the Quizno's business model doesn't work. particulars vary from region to region, and depend heavily upon the franchisee's rent and debt load, but break-even for a Quizno's store is astronomical for this type of operation. The only thing keeping this house of cards aloft are second and third owners, who buy existing stores based on cash flow, at a fraction of the cost of a new store. I actually had a Q owner in my area approach me to see if i was interested in buying his store. The store was 3 years old, and he was running at break-even for the first year-and-a-half, with sales around 6700 per week. The Q opened a store near him (you have no radius protection with Q. technically speaking, if they wanted to open another store across the street from you, and could find someone fool enough to do it, they're within their rights), and his sales dropped off 5%, which put him in the red to the tune of about \$1100 per week. he offered the store to me at 80k, and i wasn't interested. I am one of the "lucky" ones, in that I've very little debt, and an excellent location. For the time being, my store is making money. Unfortunately, though, there is a lot of new development around me, and I am waiting for the day when Q decides that I am doing too well and opens stores closer to me. My store is for sale, along with his, and I am hoping i can sell the thing while it is still making money.

The short of it is that Q is in the business of selling franchises, and they do this extremely well. Too well, if you ask any current franchisee. In the grand scheme of things, they would prefer that we make money than not, but it doesn't much matter to them. Corporate makes more money from its supply chain. We're forced to use their Q-approved vendors, each at a rate considerably higher than we could find ourselves: accounting firm; CINTAS, a company which takes care of the rugs and towels; Vistar for food, chemicals and paper; Muzak...it goes on and on.

The real shame of it is that Q doesn't have to do business this way. It is ultimately self-defeating, in that no franchisor can alienate its franchisees to the degree Q has alienated us without serious repercussions. QuiznosSucks.com is a natural by-product of the contempt with which Q treats its franchisees. If anyone is still interested in acquiring a Quizno's store after all of my ramblings, and visiting quiznosSucks.com, i would suggest that you go to bizbuysell.com, find an existing store in your area and save someone who is losing money, or someone like me, who has a store that is making money...for now. really! I am too young and nice looking for the headaches and stress!

CaptShady

08-10-2005, 12:52 PM

Once you sell ... what's next for you? Just curious.

QuiznosSucks

08-10-2005, 11:28 PM

Capt

I am in a different position from the majority of Quizno's franchisees. The store was an investment-albeit a bad one. I've very little debt with the store, and didn't purchase a "job." I don't know how the others are surviving.

FastWebUpdates

08-12-2005, 07:46 AM

It's very interesting to read all this. I ate at Quiznos yesterday and definitely looked at the operation in a different light. The QPOS, etc. I gotta give this guy credit. He's working his butt off to try to make the thing work--promotions, signs, great customer facing attitude. I have no idea what his numbers are but the place is always near empty. It's gotta be killing him. On the other hand, I know a couple in MI that has two stores and they speak positively of them. I'll have to ask them in more detail about all this the next time I see them.

And oh yeah what's all this "I'm too young and nice looking" stuff? :)

adkins2

09-07-2005, 11:35 AM

very interesting views on this, the Quizno's in my town seems to be doing very well... but it just opened, so we'll see.

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