

Scott Anthony is a franchisee of Fox's Pizza Den, a Pittsburgh-based chain with 265 stores and approximately \$120 million in sales. Fox's Pizza Den ranks 22nd on *Pizza Today's* Top 100 Companies list, and the organization just celebrated its 35th anniversary. Anthony's franchised store is located in Punxsutawney, Pennsylvania, a small town famous for a certain "prophetic" groundhog.

PT: You've had some very successful marketing campaigns for your shop. When and how did you realize marketing could be a true sales booster?

SA: In July 2000, I upgraded from three deck ovens to a double stack Lincoln impinger. It was a must — I just couldn't fill all the orders I had in a reasonable amount of time. It was then that I wanted to

my business life, too?"

I think how you run your business is a reflection of who you are. A lot of people even think my name is Scott Fox, so I want to build a good reputation; I want to gain people's trust and loyalty. I want them to be safe and secure in knowing that when they buy from me they will get a quality product, a reasonable price and to feel good that their money stays in town to benefit their community.

PT: How has it translated to your bottom line?

SA: We have seen steady growth over the years. Our community-based marketing has helped us see a 4 percent boost in sales each of the last two years, and each of those years we increased our profits 50 percent over the previous year. Our sales are up 515 percent since I began here in 1994.

Fox's Pizza Den ❖ Pennsylvania

test myself and my ovens to see just what kind of capacity I could do. So I teamed up with the Chamber of Commerce to do some neighborhood marketing that would benefit my business and the town.

We sold 1,700 pizzas in three hours. The Chamber was ecstatic. We gained a lot of respect, good image and customer loyalty out of the promotion.

PT: You have integrated yourself in your community very well. Why has that been important to you?

SA: Wise King Solomon said: "The generous soul will itself be made fat, and the one freely watering others will himself also be freely watered." This is a proverb that has always stuck with me. So when I got into the pizza business I thought, "Why not apply this in

PT: What are the biggest positives you see as being a franchisee of a pizza chain versus running your own independent operation?

SA: I think that with Fox's, I have the best of both worlds. We are a franchise, so I have all the product development done, operation systems in place, name recognition... But with Fox's, I have an extremely low royalty fee, no percentage of sales, I can adapt my menu to local tastes, I can implement my own marketing strategies and tactics that work in my area. I can do all this just like an independent, but with the help and guidance of the human resource department at Fox's.

PT: Along those same lines, what do you consider to be the primary drawbacks?

SA: With 265 franchises across the



Scott Anthony ❖ Franchisee, Fox's Pizza
Photos courtesy of Hannah Anthony

country all having this leeway, you tend to have some inconsistency in your menus from store to store. Fox's Pizza Den Inc. is basically a family run business, like mine. Therefore, they can't always field all your concerns immediately. So you learn to network and do your own research, and Fox's has greatly progressed over the years, too. They have implemented an online newsletter and a franchisee forum so we can ask questions and learn from each other. ❖