



Small Business
Development Center
Saint Vincent College

Helping businesses
start, grow, and prosper.

Fat Angelo's Pizzeria
Waynesburg
1144 East High Street
Waynesburg, PA 15370
Greene County

Greene County

Industry:
Quick Service Restaurant
NAICS 722513

Year Founded:
Fall 2018

SBDC Assistance:
Business Plan Development
Industry Benchmarking
Market Research/Study
Location Assessment

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Uniontown Entrepreneur Continues to Expand with SBDC Assistance

Mr. Thomas Richards is a long-time client of the Saint Vincent College SBDC and has been involved with the Fat Angelo's Pizzeria concept since its original inception. Since opening his first establishment in Uniontown, Pa. he has launched multiple locations over the last several years with SBDC assistance. He was considering undertaking a new launch of a Fat Angelo's in Waynesburg, Pa. and met with Greene County Economic Development officials. They informed him of a new county program offering some "free money" but a business plan was required. The proposed business would be located on a busy stretch of East High Street at the gateway into Waynesburg, PA., and represented a wonderful growth opportunity.

Thomas Richards and his partners worked with Saint Vincent College SBDC Director James Kunkel through their Fayette County outreach office. All quickly realized that there was strong upside potential, but in order to maximize that potential Mr. Richards would need to incur significant upfront costs. He would be required to renovate the new location, which included the installation of two handicap bathrooms, new fire retardant drywall, new electrical wiring and new breaker boxes, new flooring and lighting, and purchase equipment that he was considering for his pizza shop. Total project costs were estimated to be approximately \$100,000.



Over the course of several months the SBDC was able to assist Mr. Richards with the development of a formal business plan. The plan was complemented with timely industry information, a detailed demographic analysis of his proposed location, and comprehensive financial projections. In addition, they used google maps to identify competition in area and analyzed traffic count data for the proposed location. Mr. Kunkel also assisted his client with structuring the loan request in such a way that all of Greene County's loan requirements were met.

Mr. Richards proposed a 36 month forgivable term loan from the Greene County Strategic Impact Program (SIP) of \$27,300. Those proceeds would be complemented by a 60 month commercial term loan of \$75,000 from his bank. Based on SBDC analysis of his historical operating performance, Mr. Richards was confident he could generate the level of revenue necessary to service this debt, with the very real possibility of significantly growing the newest Fat Angelo's location.

Mr. Richards submitted his business plan to his bank and the Greene County IDA and his financing requests were approved. He is currently renovating the building and is looking forward to future growth and success. Fat Angelo's Waynesburg employs nine staff members in addition to himself and his partners. Mr. Richards continues to directly benefit from assistance provided by the Saint Vincent College Small Business Development Center. As they recently noted "We are so extremely grateful and thankful for Mr. James Kunkel sharing his expertise in developing a great business plan for the Waynesburg Fat Angelo's Pizzeria."

Success Story