

Summary of Restaurant Offering

Dough Craft Pizza

2454 Lafayette Road, Portsmouth, NH 03801



By

First Street Business Brokers, LLC

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Dough Craft Pizza



About: The restaurant was originally built out by another small local restaurant chain in 2019 that never opened and walked away from the lease. The original owners spent to close to one million dollars on the buildout. The partners of the Thirsty Moose chain came and opened a new restaurant concept in July of 2019, called Dough Craft Pizza. They are absentee owners and have General Manager running the operation. The business is focused on selling delicious creative pizzas and craft beers and wine. The owners are very busy growing their Thirsty Moose of restaurants and have not been able to spend much time on improving Dough. They realize that it makes more sense to sell and take the funds to continue investing in their primary business.

The Area: Portsmouth is a city in Rockingham County, New Hampshire with a population of nearly 22,000. A historic seaport and very popular tourist destination on the Piscataqua River. It borders the state of Maine and is only minutes to beautiful beaches. Portsmouth is a foodie town with over 300 restaurants.

Website: <https://www.doughcraftpizza.com/>

Asking Price includes all Furniture, Fixtures and Equipment: \$150,000

2023 Revenues: \$1,072,94

Furniture, Fixtures & Equipment: TBD

Square footage: 3804 SF +/-

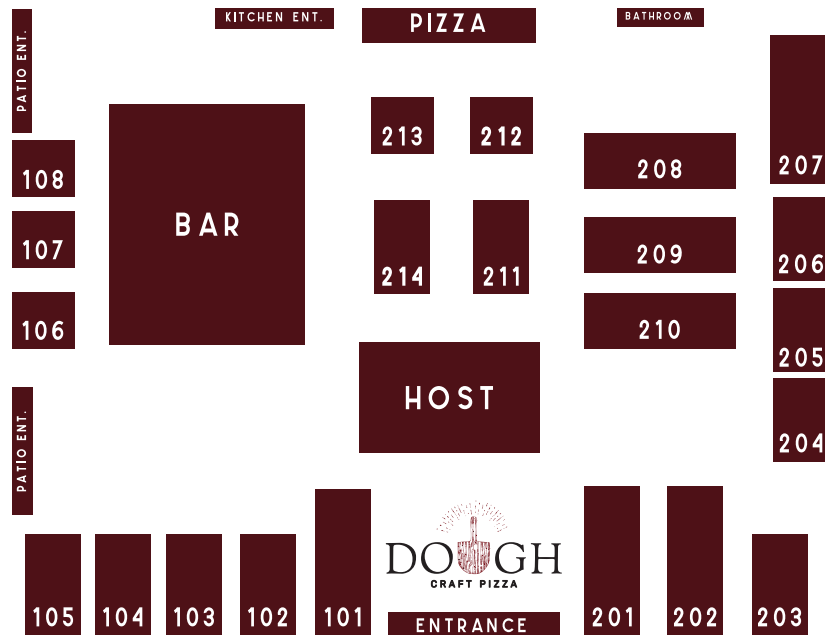
Lease: In year five of a 10-year term with a 10-year option.

Current Rate: \$22.29 per month, triple Net. Monthly rent is \$7,034.23 plus trip net charges.

Seating Main Level: 110 (includes 18 seats at the bar)

Outside Seating: 30

Seating Chart:



Hours: 12pm to 9pm Monday through Saturday

Average check: \$48.55

Per Person Average: \$30.35

Key Staff:

- Chef
- General Manager

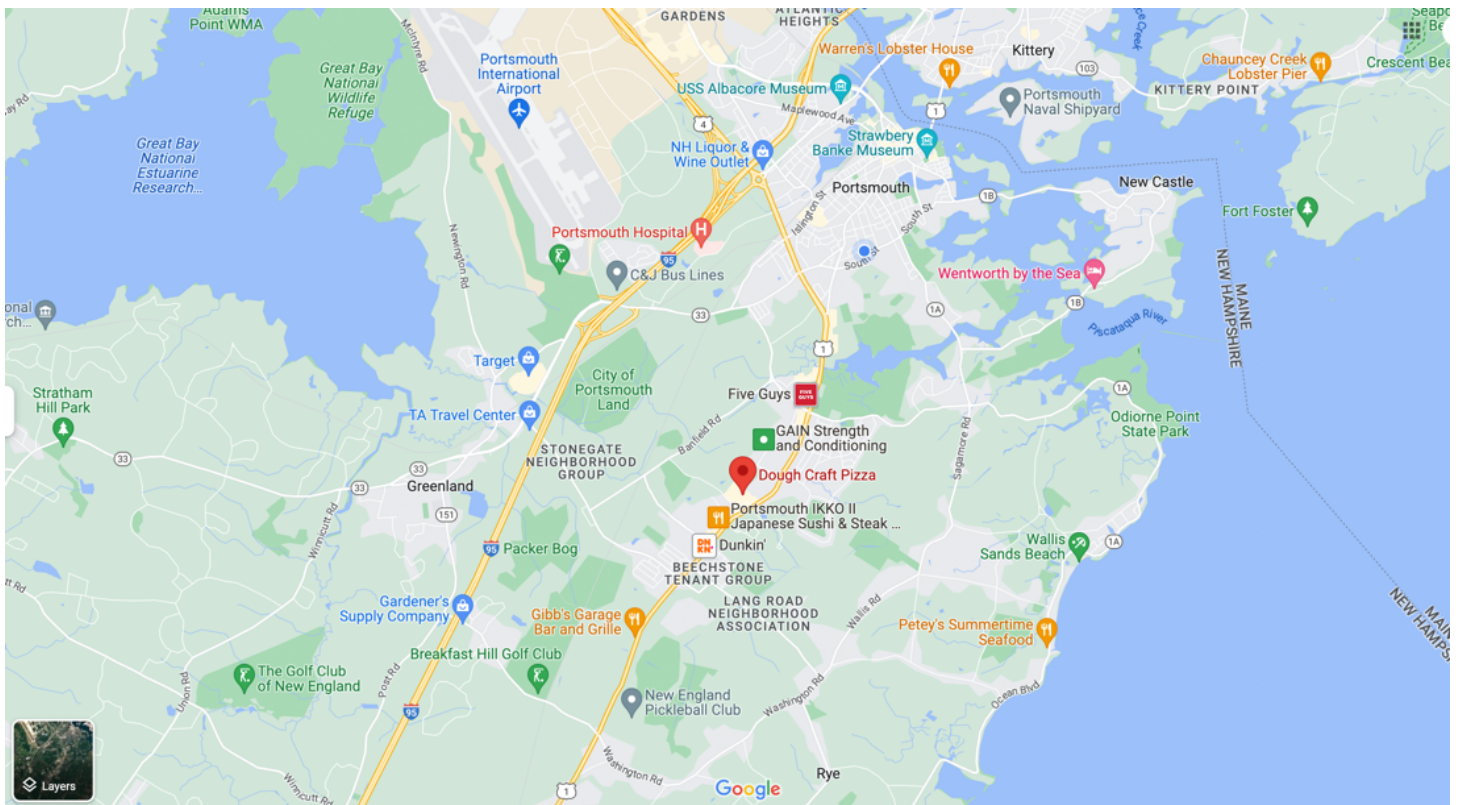
Facility Overview:

The property is in a high traffic shopping center on Lafayette Road/Route 1 in Portsmouth, NH. It's only a few miles from downtown Portsmouth and is adjacent to Water Country, a water park that brings thousands of people to it during the summer months. There is plenty of parking directly in front of the restaurant. The space was built out only 5 years ago. The original owner spent nearly one million dollars renovating building out the space, installing all new furniture, fixtures, and equipment. The current owners made some adjustments when they took over. The total usable space is estimated to be approximately 3804 SF.

Growth Opportunities:

- Expand the menu to include other offerings
- Change the concept
- Increase marketing to residents and tourist alike
- Be an owner operator – the restaurant needs more oversight by an experienced owner. You can then reduce payroll significantly.

Location Shown via Google Map





About First Street

First Street Business Brokers provides clients with strategies and solutions to unlock the value of their businesses. We help you to optimize your business and then work with you to complete the transaction. Our Managing Directors have over 40 years of combined experience in marketing, management consulting, business valuations, sales optimization, finance, strategic planning, and retail operations.

Professional services include:

Independent Valuations
Complete Marketing Plan for your business for sale
Management Consulting – from building a sales team, to transition and succession planning
Lead Generation and Sales Optimization
Buyer Representation
Buying and Selling Franchises
Commercial Real Estate – Purchase & Leasing via Aland Commercial

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