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## **PH LEICESTER STRIKES TASTY DEAL WITH PIZZA HUT ACQUISITION**

Pizza franchise business PH Leicester has acquired four Pizza Hut Delivery outlets across the East and West Midlands after securing a £775,000 funding package from HSBC.

The company has purchased three outlets in Leicester on London Road, Hinckley Road and Aylestone Road. In addition, it has acquired an outlet in Tamworth's town centre.

HSBC's South Yorkshire Commercial Centre provided the finance in a deal managed by Senior Commercial Manager Chris Alsop, who worked with colleagues in HSBC's specialist Franchise team on the transaction.

PH Leicester was founded by Umer Chohan, who started the business in 2009. He acquired the Pizza Hut Delivery outlets after disposing of his previous Dominos Pizza outlets and now plans to develop a portfolio of 10 outlets over the next 12 months.

The company has identified sites in Grantham and Nuneaton for new outlets and hopes to open them in the coming months, creating up to 20 new jobs at each site. In addition, it is also eyeing acquisition opportunities.

Umer Chohan said: "Dominos is a fantastic brand and delivers a great product, but I felt there were greater growth opportunities with the Pizza Hut Delivery brand, which is developing well. People identify with Pizza Hut because of its restaurant chain so brand awareness is already in place and the product is extremely popular. We have taken on existing sites with this acquisition and we will look to grow to around 10 by developing new stores and acquiring existing outlets."

HSBC's Chris Alsop said: "Umer has a good pedigree in the franchise world so we are pleased to back this refocus of the business to the Pizza Hut Delivery brand. He has a great track record in improving the performance of existing outlets, so I am confident he will make this a great success."

PH Leicester was represented by Duncan Shepherd, a partner with Sheffield law firm Wake Smith.

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