

# In Profile

One Franchisee's Story...

Andrew Mankiewicz

*The sheer size of the Japanese market, together with its influence on the Asia-Pacific region, makes it an extremely attractive prospect for PizzaExpress's international expansion. Earlier this year, Matthew Allen and Luke Johnson, two*

*PizzaExpress directors, went to Tokyo on a preliminary market research trip. The visit was arranged by Andrew Mankiewicz of the Tozai Group, a Tokyo based consultancy helping British and European companies enter the Japanese market - the word "Tozai" is Japanese for "East-West". In the end, Tozai became so impressed by the concept that they negotiated the rights to the franchise for themselves!*



*Matthew Allen told us that "Having met with a number of large well-known Japanese companies, it was clear that we were having some difficulty in getting over to them exactly what PizzaExpress was, and how it would work in Japan. Executives of Japanese companies wanted to see how it worked before getting involved. We clearly needed an entrepreneur who knew the market, understood the PizzaExpress concept and was prepared to take a risk."*

*"It was whilst discussing this with Andrew that the idea formed that he should do it. After all, he is half-Italian and had had the idea of approaching PizzaExpress in the first place, to persuade us of the attractions of the Japanese market. And he certainly is an entrepreneur."*

*Andrew first came to Japan seven years ago under a Japanese Government Exchange Programme. He learnt Japanese and then went on to work in the marketing department of Canon, followed by the Italian Trade Commission in Tokyo. After several years working for the Deloitte & Touche Consulting Group, back in the UK, he returned to Tokyo in 1996 to form Tozai.*

*"Initially I approached PizzaExpress because I admired their restaurants in the UK and could not find anything like them in Japan. I knew that high quality pizza, served in chic and sophisticated surroundings at reasonable prices, would be a big success in Japan. Little did I think, at that stage, that Tozai would get the opportunity to act as principal" said Andrew.*

*"We were so impressed with Andrew's enthusiasm and drive, combined with his ease around senior Japanese executives that we felt confident he would be the ideal person to introduce the PizzaExpress concept to Japan" said Matthew Allen. "Although I didn't understand a word of what he said, I could tell from the way that he spoke to senior Japanese managers in Japanese, and had them laughing at his jokes, that he was well on the way to being Japanese."*

*Tozai Group is forming PizzaExpress Japan with local Japanese partners and plans to open the first restaurant in Tokyo during the first half of 1999.*

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