

Freddie Wehbe

Domino's Franchisee

Topic: "The Power of Marketing"

At 36, Freddie Wehbe has accomplished more than most pizzeria operators ever achieve in an entire career. The Gainesville, Fla., Domino's Pizza franchisee has won nearly every significant company award multiple times, and his four stores generate a combined average \$4 million in annual sales. Wehbe launched his pursuit of pizza perfection in 1988, working as a Domino's driver while attending Florida Institute of Technology in Melbourne. Three years later, and after graduating with a degree in engineering, he became a store manager in Merrit Island, Fla., and doubled that unit's sales in a year. In 1995, Wehbe became manager of Domino's store #5150 in Gainesville, home to the University of Florida's 48,000 students. The year before, its weekly sales averaged \$5,671. After a year under Wehbe's leadership, sales nearly tripled to \$14,500. The effort won him Southeast Region Manager of the Year, plus a nomination for National Manager of the Year. By 1997, store #5150's weekly sales averaged \$30,880, which helped Wehbe win his first National Manager of the Year award. Two years later the unit was the busiest conventional Domino's store in the U.S., and in 1999, he accomplished his five-year goal of becoming that store's franchisee. Both 2000 and 2001 saw even greater success for Wehbe. In both years he won the chain's National Manager of the Year award and was named a Domino's Golden Franny (given to the company's top 1 percent of franchisees for excelling in 10 different critical areas).