

Case Study

OakCraft Pizza

Rick Carvalho, Owner



Rick Carvalho is no stranger to the food industry. Growing up, his family owned a Dunkin Donuts restaurant where he started working as a young teen, eventually moving up the ranks and managing the Main Street, Nashua location. After obtaining a degree and years of management experience, Rick began to envision a different business venture. He saw a viable business model in elevating the take-out pizza industry to a whole new level. Knowing that loans for new restaurants are hard to come by, Rick and his wife started a long term savings plan for a future brick-oven pizza restaurant.

Armed with the financial acumen to effectively manage a restaurant, and a smart business model, Rick found a location and got to work. His wife, an interior designer, created the sleek modern look of the restaurant's interior. The restaurant offers high quality take-out brick-oven pizza, but also provides a warm and inviting sit down area for those who prefer to dine-in, with the option of beer and wine service. Seven years after his initial idea, OakCraft Pizza opened in September of 2021, just weeks before his third child was born.

Opening a new restaurant is challenging in the best of times, but the pandemic added a few additional hurdles. Global supply chain issues significantly slowed down the tenant fit-up and interior work of the restaurant, delaying the opening date. Workforce continues to be a challenge resulting in higher wages to attract and retain staff. Market rental rates have continued to rise, adding to increased operating costs. Finally, some customers are still reluctant to dine inside restaurants.

So far, OakCraft Pizza has been extremely busy on Fridays and Saturdays, and continues to grow. As for plans to expand the business, Rick is open to additional locations, as workforce and funding become available. Learn more about OakCraft Pizza and to place an order at: www.oakcraftpizza.com.

