



**Notes** made  
by a successful  
**pizza business**  
**owner**

SOFTWARE 2000



# Contents

<b>Installation</b> .....	4
<b>Notebook</b> .....	7
<b>Help</b> .....	7
<b>Quick Start</b> .....	8
An easy start .....	8
The hard way .....	10
<b>Welcome to Pizza World!</b> .....	13
Character .....	13
Mission / Campaign .....	14
Personal missions .....	15
Business experience .....	16
<b>The perfect location</b> .....	16
<b>Toppings</b> .....	18
Standard pizzas .....	19
Original toppings .....	19
<b>Restaurants</b> .....	22
Floor plan .....	22
Furnishing .....	23
Menu .....	25
Ingredients .....	26
Open branch .....	27
<b>Staff</b> .....	27
Personal management .....	29
<b>Marketing</b> .....	31
Market research .....	31
Advertising .....	33
<b>Underworld</b> .....	35
Protection .....	35
Foul play .....	36
Attacks .....	37
<b>Technical tips</b> .....	39
<b>Credits</b> .....	40

# Installation

## Pizza Syndicate Runner

First close any Windows applications that are open. Insert the Pizza Syndicate CD into your CD-ROM drive. The Pizza Syndicate runner will now start automatically. The runner is your gateway into Pizza World, and it is this that you will use to begin installing the program or DirectX on your computer. You will also open Pizza Syndicate from here when you start to play.

If the Autorun function on your CD-ROM drive is switched off, you will have to start the runner on the CD manually. To do this, double-click on the „My Computer“ icon on your Windows desktop. Once this window is open, find the icon for your CD-ROM drive and click on it with the right mouse button. Click on „Open“ in the menu that appears. You are now on the Pizza Syndicate CD. Double-click either on AUTORUN or AUTORUN.EXE. This will open the Pizza Syndicate runner.

## Installing DirectX



DirectX is a system software package for Windows 95/Windows 98 that gives applications direct access to the hardware. For you to be able to play Pizza Syndicate, you must have DirectX installed on your computer. If you are unsure whether you already have the latest version of DirectX installed on your computer, we recommend that you run the DirectX setup first. To do this, click on the orange computer button in the runner. Once you are in the DirectX setup, select the „Re-install DirectX“ button to update your DirectX installation.

A message may appear, stating that the available drivers do not require updating. Exit this screen by clicking on „OK“. DirectX may find some unfamiliar components. If so, you should retain the available drivers. (Click on „NO“.)

Once installation is complete, you will be asked to restart your computer. Confirm that you wish to restart the computer by pressing „OK” .

Your computer will now restart.

## Installing Pizza Syndicate

Open the „Pizza Syndicate Runner” as described above. Now click on the „Install” button. This will open the welcome screen for the Pizza Syndicate installation menu. The installation menu is controlled using buttons. If you point to one of the buttons with the mouse, a brief help text will appear.



The basic „Pizza Syndicate” installation procedure requires approx. 160 MB. You may install further components on your hard disk to speed up the game. To do this, click on the red cross by the relevant component. A green tick will now appear in place of the cross. Details regarding the required amount of additional memory are given after the components. In the next screen, an installation directory will be suggested. You can either accept this or change it to your own choice of directory. To do this, click on the magnifying glass. You will then be able to specify a drive and a destination directory. When you are satisfied with your settings, begin the installation procedure by clicking on the „tick button”. The indicator, depicting pizzas with various toppings, will show you how the installation procedure is progressing.

If there is not enough memory available on the selected drive, you will be asked if you want to install the game anyway. In this case, you should abort the installation procedure by clicking on the „X button” and create enough space on the selected drive before you try to install the game again.





Once installation is complete, a „Play” button and a waste-bin for uninstalling will appear in the runner. If you have any problems with installation, you will find useful advice in the README.TXT text file on the CD. The contents of this file will appear when you click on the „Readme” button. Press „Play” to open Pizza Syndicate for the first time.



Once you have some saved games available for loading, you can open the last game that you saved directly from the Windows Start menu. To do this, click on the Windows START button. Click on „Programs”, „Software 2000” and „Pizza Syndicate Quickload” respectively from the menu that appears. Click on „Pizza Syndicate” to start the runner.



# Notebook

I've made it! I've made myself a fortune thanks to my chain of pizzerias, and now I can take my well-earned retirement. I know you've got what it takes, too! OK, so you haven't got much experience of running a multi-national empire, but I'm going to help you. To make it easier for you to get started, this is the notebook where I jotted down everything I know.

All the important things that I learnt during my career can be found in this little book. To start with, I'll give you a run-down of the most important steps that you will need to take to get that first branch of your own. Then I'll tell you about all the things connected to the business that you will need for a better understanding of the industry.




## Help



Pizza Syndicate is basically played using the mouse. Any of the 'buttons' that can be clicked on with the mouse arrow will react to the position of the mouse. The program offers all sorts of help, so that your questions will always be answered promptly.

First of all, this manual will give you an overview of all the different areas of business. The electronic manual in the game itself will give you detailed information, which can be called up at any time using the '?' button. The buttons can all be identified by the help text next to the mouse arrow. All you need to do is to hold the mouse arrow over a button.

A tutorial gives you a step-by-step guide to everything that you will need to do at the start of the game, to ensure a successful start in the pizza business. You can select a tutorial on any of the following three topics:

- How do I open a branch 
- How are toppings created 
- How do I select a bank and how do I circulate an advertisement 

## Quick Start

Now I would like to show you the best way to get into the pizza business. Of course, you can follow the more demanding career path from the very start: you pick up the basics from the tutorial and then complete the campaign missions. But it's better if you can start by getting some experience of the industry in 'peacetime'.

### The easy way

Just start a personal mission, and let the automatic mode make all the decisions to begin with. You need just to keep an eye on the development of your company and gradually familiarise yourself with the game and its opportunities. All you have to decide is when you want to join the business. You can take over specific areas of your company yourself at any time, or set them back to automatic mode.

You can get to know the world of Pizza Syndicate in the same way that I began my career, as follows:



- I made my entry into the pizza business by selecting a 'Personal mission'. By doing this, you can specify the conditions of the game yourself and be assisted by the various automatic modes.



- I then chose a suitable character for myself. In doing this, I tried not to give myself too many favourable properties, because that would have reduced my initial capital and would also make me rather old.

- Then I was able to specify how I wanted to structure the mission. For a newcomer to the business, it's enough simply to confirm the existing settings.



Now you're right in the thick of business life! Because you haven't turned off the automatic modes, your company will now develop completely by itself. Keep an eye on what is going on in the city. Take an occasional look at your rivals and at the way in which your own company is developing. You will notice a lot of interesting connections here. You can intervene in the way that your business is running at any time.



## The hard way

If you have decided on a business career, there is no automatic mode available to help you. You will have to take care of all the necessary decisions and procedures yourself. You should therefore at least have completed the tutorial, so that you are familiar with the basics.

To make your induction a bit easier, I have made a list of what I did on the first day of my glorious career:



- So that I would be as well prepared as possible, I completed the three available tutorials. This ensured that I would start even my first mission on the right foot.

- I then began my career by opting to 'Start new game'. This is how I got to the set missions.



- I selected suitable character properties for the task ahead of me, so that I would have sufficient initial capital and as many skills as possible.



- I selected Venice for my first mission, because the task that is set isn't particularly difficult and the city is arranged very clearly.



- In Venice I immediately found myself a small empty building in a central position, where there are always a lot of people. I then rented this as a branch.

- I immediately opened a bank account, so that I would have more money to play with as early on as possible. This also meant that I would be able to take out loans in times of trouble.



- Next, I sorted out the equipment for my branch. I certainly needed an oven, and also some chairs and tables for my customers.



- I made up my first menu using the toppings that I already had at my disposal. I also took this opportunity to set the prices.

- When it came to choosing a supplier, I went for low ingredient quality at first, so that the prices would not be too high.



- I could now open my first branch!

- Because I couldn't do everything myself, the last of my business decisions was to take on a competent chef and some energetic waiters.



Now nothing can stop you on your way to becoming a pizza millionaire. All the important things that I learnt during my career are set out in the following pages.

## Welcome to Pizza World!

You have a glorious career ahead of you – maybe even as the boss of a global business empire! You already have everything you need: good taste, business sense and some initial capital.

As soon as you cross the threshold to Pizza World, you start to set the course for your future career. Are you more interested in a straightforward business competition within self-defined limits? Then select the path for 'Personal mission'.

Or would you prefer the 'classic' career path? If so, you will have to prove yourself all over the world, in all kinds of different tasks. If you find this longer-term challenge more appealing, then select 'Start campaign'.

### Character

First you need to introduce yourself to the inhabitants of Pizza World. The properties that you want to display to these people are determined when you are selecting your character. You will have strengths or weaknesses, depending on the properties that you select for yourself. Take care: you shouldn't be too generous with your character's favourable properties or you will only have a little initial capital, or else you will already be as old as the hills at the beginning of your career.

A large amount of initial capital makes it considerably easier for you to start new tasks. However, if you have put too much emphasis on this at the expense of your character's properties, it will eventually become a disadvantage. You will have to find the best compromise between money and ability for yourself.

Age plays a major part when you are building a 'classic' career ('Start campaign'). If your character is already too old at the beginning of his career, he will probably have to retire from the business for age reasons before all the missions can be completed.

## **Mission/Campaign**

Every ambitious, up-and-coming young entrepreneur dreams of being the top dog of the biggest pizza business in Pizza World. But only the best have a chance. A rigorous selection process has therefore been devised for future company directors. To get to the top of one of these mega-enterprises, the young hopeful has to pass a test that demonstrates all his skills. Only very experienced players should confront this campaign.

If you have decided on your career path, you are accepting this challenge. Try to complete all the tasks in the test successfully. You will see a map of the world before you, containing all kinds of tasks. Your character must prove himself in all the missions. He will then have shown himself worthy to take his place at the top of the company.

Each city challenges your abilities with a different kind of problem. The order in which you complete the tasks is unimportant. Your reputation will improve with every task that you take on. If you are very successful, you will even get a place in the hallowed halls of the Mount Olympus of pizza makers! That is where the greatest entrepreneurs are immortalised – as well as the most heinous villains.

Your career is over when you have completed all the tasks or if you retire early. If you sustain a lot of serious injuries during criminal operations, you might have to retire from business life quite early on. But if you manage to reach the top of the Mount Olympus of pizza makers, you will take your well-deserved place at the head of the company.

You are the true boss of the pizza business only when you have managed to acquire an excellent reputation in both the business world and the underworld. The current ruler of the business empire can be found beneath the two columns on Mount Olympus. If your name appears up there, you've made it!

## **Personal missions**

Pizza Syndicate also offers you the opportunity to accept challenges according to your personal taste. These can be used either as training for a career, or as a chance to prove yourself in particular situations. You determine the size of the market, the number of rivals and the objective of the mission. This is the best way to play Pizza Syndicate.

You can also structure these missions in such a way that the contest takes place in up to 6 cities at the same time. In personal missions taking place over a very long period of time, it is even possible to get a place on the Mount Olympus of pizza makers.

If you see your personal missions as training, or if you would rather concentrate on certain aspects of a pizza business, you can assign various areas of the business to assistants, who will then work completely independently. For example, an assistant can automatically furnish all your branches (if the automatic mode for equipment is activated). However, your reputation will not improve if you have automated some of your duties.

## Business experience



As a young, hopeful newcomer to the profession, you probably don't have much experience of the pizza business yet. The following pages should therefore provide you with enough background information to ensure that your entry into the business will be as trouble-free as possible.

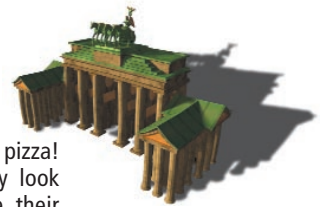
## The perfect location

As a good businessman, you need to find out what your customers want. But the main thing is that the customers can find you. Even the most delightful pizzeria will go bust if it's not in a convenient place.

To find a desirable location for a branch, you should get to know the relevant city a bit better. Take a look at the structure of the city. Where do most people work, where are the places for shopping, where can people spend their leisure time and where do the crowds tend to be?

Of course you can't find everything out at once. It is often possible to assess whether a part of a city could be of interest by finding out about the surrounding buildings. The easiest and most obvious way to recognise a suitable area is by noticing how many people there are in the streets.

The inhabitants of a city are all individuals with daily patterns, personal preferences and their own opinions of what is offered to them. Inhabitants go to work or school, or meet up in the evenings in their favourite pub. Football fans go to the sports facilities, and inhabitants of other cities who like to travel appear as tourists. If you want, you can even give each of them a nickname.



However, all the inhabitants have one thing in common: they love pizza! So, as soon as they feel hungry during the day, they immediately look for the nearest pizzeria (you can tell this from the pizza above their heads). However, if they can't find anywhere after a certain time, they will stop looking.

If you ask for information about a specific building, you will generally get a diagram showing which inhabitants spend time in this building, and at what time of day. For this reason, the days in Pizza World are divided into 6 time zones: early morning, morning, midday, afternoon, evening and night. The restaurant opening times are also governed by these times.

Once you have decided on a location, the size of the premises can also play a part. A branch or storage building is always the same size as the empty building in which it was built. Both of these can be extended at a later date, but this costs time and money. However, buildings that are too large are also expensive to maintain, and need more staff to run them. So you should choose the size of your buildings carefully!

Of course, you should always open branches in places with the largest number of residents possible. But if you are looking for a site for a storage building, a police station or a church, a more remote location isn't a problem.





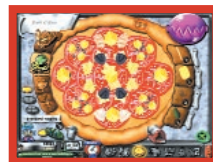
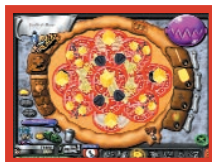
# Toppings

It doesn't take much to make a good pizza topping, although simple toppings should be carefully arranged to give a decorative result.

The basis of every pizza is a good dough base. To make a classic dough using yeast, you will need 200g flour, 15g yeast, salt, 2 tbsp oil and 100 ml lukewarm water. Mix the flour with 1 teaspoon of salt in a bowl. Hollow out a small well in the centre. Crumble the yeast and mix with the water. Add 2 tablespoons of oil to the flour and knead everything together thoroughly, until you can hear air bubbles bursting. Then cover the dough and leave it in a warm place for about 1 hour, until it has doubled in volume. The dough can then be moulded into the desired shape. Pizza Syndicate has already lovingly prepared the dough for your pizzas and has even mixed in a few choice function buttons as well.

Just as the dough is the basis for your pizza, your toppings are the basis for your company. Of course, you should make your toppings according to your own tastes, to put your own mark on them. However, the most important thing is that the inhabitants of Pizza World are happy with your creations. Your business will not flourish unless people are happy to eat at your restaurants.

There are two basic categories of toppings: standard pizzas and original creations.



## **Standard pizzas**

The inhabitants of Pizza World have a very exact idea of what, for example, a Margarita pizza or a Hawaii pizza should look like. The customers therefore insist that these pizzas meet their expectations as closely as possible. This means that the score for these standard toppings depends on their resemblance to the corresponding „perfect pizza“.

Your choice of ingredients depends solely on the recipe for any standard pizza, which you can view using the camera. The size, quantities, exact position and exact turnings of the ingredients are also important to your customers.

The score, which is calculated via a representative opinion poll, tells you how close you have come to making the perfect pizza. Ideally, a standard pizza should please all the target groups at once.

Even if your standard pizza got a huge score in the opinion poll, the topping suddenly might not look quite so appealing on the menu. This is because your customers know perfectly well that it's only a standard topping. If you want to see happy faces reading your menu, you will have to demonstrate your own creativity.

## **Original toppings**

When you are creating original toppings, you can really do whatever you like. But you want your masterpieces to appeal to your customers too, of course. You should therefore take some things into account:

The inhabitants of Pizza World are all gourmets. They are fairly fussy, so they will not be impressed if the pizzas look as if they have just been

knocked together any old how. The dough should be symmetrical, and the topping should be neither too thin nor too thick. It is advisable to ensure that the individual ingredients are symmetrical and well turned. Your customers will appreciate this.

No matter how much love you put into your creations, you should never lose sight of the fact that your toppings must also be affordable. Nobody, apart from the VIPs and perhaps the yuppies, is prepared to pay the same amount for a pizza as they would for a 3-course meal. The amount that a customer can afford to pay for a pizza also depends on the average income in their city.

The main question will always be: which ingredients should go on the pizza? Of course, this essentially depends on your personal taste. However, if you want to take your customers' preferences into account (which could be worth your while), there are three things for you to bear in mind:

### **1. Which target group is the pizza aimed at?**

Of course, it is always particularly worthwhile to please the target groups that come into your branch regularly. You can find out which ones they are by clicking on the buildings near your branch. You can obtain details of your customers from the Demand diagram in your branch. Obviously, this applies only if your branch is already in business.

### **2. Basic preferences**

Each target group has specific preferences that apply the entire world over. So, for example, the plebs are particularly keen on meat and don't like any novel surprises. You can find out each target group's preferences on one of the two notes, with the toppings.

### **3. A particular taste**

If you want to tailor your topping to satisfy the tastes of a particular country or city, the statistics will help you. This is where you will find a representation of the most and least popular ingredients for each city.

Unfortunately, this varies for each target group. It is always best to create your topping using the most popular ingredient in the city as well as the country (the one that is furthest to the left), or one that crops up a lot.

Naturally, not every customer will like your pizzas, because they all have their own personal preferences. However, by using an aggressive advertising strategy, you need not be helpless against these uncertainties. You can use lavish advertising to influence both the city's tastes and individual preferences in your favour.

You can also subject your original creations to a free representative opinion poll at any time. You will then find out whether your pizzas create a good visual impression and how well they take the target groups' preferences into account. You cannot find out what sort of impression a topping will make in a city until you put the topping on the menu in the relevant branch. The preferences of a country or city make it possible for a topping to be considered the best thing since sliced bread in one city, but to be completely disregarded in another.



# Restaurants

The appearance of your branch is your company's calling card. The layout of your restaurants should be well thought out, so that you don't spoil your chances of success before you've even started. Thus, an inconvenient location will hinder even the most promising business. Tasty toppings and perfect staff are worthless if the restaurant is chaotically furnished, the menu is just knocked together or your supplier delivers only watery, tasteless tomatoes.



## Floor plan

As soon as you rent or buy a branch, the problem of the floor plan rears its ugly head. A separate storeroom means that you will have less space for customers, but more room for storage. This means that you will save transportation costs incurred by frequent deliveries. Also, ingredients do not go off as quickly in a storeroom – especially if it is refrigerated.

Your chefs can work either behind a counter or in a separate kitchen. A counter is cheaper than a kitchen and is preferred by some target groups. A kitchen means higher quality, which can be further improved by ventilation.

A small branch is very easy to maintain and can be run efficiently by only a few staff. However, if the demand becomes too high, an extension may be unavoidable. While the builders are in, you have the loss of earnings to consider as well as the costs, but you can serve a lot more customers in a medium-sized or a large branch. The increased size of the premises also makes storage easier and enables you to install several ovens.



Once you have decided on a floor plan, you should begin furnishing your branch.

## Furnishing



There is no such thing as a perfectly equipped branch. What you consider to be the right furniture depends as much on your personal taste as on the target groups that you want to attract to your branch. But remember: the main thing is that your branch appeals to your paying customers.

When you are choosing your furniture, you first need to decide on the style. Would you prefer cheap plastic furnishings, a traditional natural look, the cool charms of glass and metal or perhaps a posh atmosphere? Before you make your decision, you should bear in mind that your target groups already have fixed ideas of good taste. So, for example, kids will feel at home in a simply furnished branch, while yuppies or VIPs are quite the opposite.

You should use only one style in a branch where possible, as the inhabitants of Pizza World aren't too keen on mixed styles. Some furniture groups aren't linked to a particular style. The unique style of your branch isn't affected by the kind of oven you choose or

whether you enhance the branch with machines or decorations.

When you are furnishing your branch, there are just two things that are really vital: you need an oven and your customers need somewhere to sit. It therefore makes sense to pay attention to some things that you might take for granted. You should put the chairs at the tables, rather than just leave them lying around anywhere. You must also bear in mind that neither your staff nor your customers are willing to climb over furniture. Furniture that has been carelessly positioned in front of doors or in narrow passages can even lead to no work being done in the branch at all.

If you want to make your customers happy, then you should get them a jukebox. Then you just need to buy some suitable music CDs and your customers will cheer up immediately. It's a bit tricky to choose the right kind of music. Of course a thumping Techno beat won't particularly appeal to your fogey customers. If you want to play it safe, just switch the radio on.

You certainly won't want to stick with just one branch, and will soon want to open another. Most large chains always use the same scheme when they are furnishing their branches. You too can copy the exact set-up of another branch of the same size, simply by clicking the mouse. But don't forget that by doing this, you will be addressing the same target groups as the other branch.



You should inspect the state of your furniture regularly. If a piece of furniture finally collapses from the daily wear and tear, it will probably be sorely missed in your branch. You can repair items of furniture at any time to keep them in good shape.

Once your branch is completely furnished, you should start to think about your menu.



## Menu

The amount of scope you have when you are structuring your menu depends on the number of toppings that are available. The more toppings you have created, the better you can co-ordinate the menu with a branch's particular situation.

The toppings that are suitable for a branch depend on the branch's customers. For example, if a lot of plebs frequent this branch, the toppings should reflect this. In order to cover all the prevailing tastes, it is a good idea to include a few standard toppings on the menu. This means that your customers will at least find a few familiar toppings.

You will soon realise that the assessment of a topping on the menu doesn't correspond with the general score for this topping when you create it. This is because the preferences typical of the country and the city trends also play a part where the menu is concerned.

If you put a huge variety of toppings on the menu, your customers will be delighted with the wide choice, but this can have a negative effect financially. There will usually be some toppings that hardly sell at all. However, the ingredients for these toppings will still need to be ordered in advance. This can lead to an unnecessary increase in your costs.

The most important decision, however, concerns the pricing. By having a large profit margin, you can make a tidy profit from a low turnover. But excessive prices will have a negative effect on your branch's reputation. You can find out how happy the target groups are with your prices at any time from the topping information.



Now that you know which toppings you need ingredients for, you can find yourself a supplier.



## Ingredients



You have a choice between five different qualities on the market. The higher the quality of the ingredients, the fresher, tastier and longer lasting they are – and the more expensive they are too. Of course, your customers will be pleased if you serve only the finest ingredients, but, from a business point of view, it will probably ruin you pretty quickly.

Make sure that your supplier's quality isn't too high, so that the cost of the ingredients won't bankrupt you. The quality you require depends, as always, on your customers. Of course, a posh restaurant's customer will expect the ingredients to be of a high standard.

When you order ingredients for a branch from a supplier, you should order all the ingredients that you will need for an entire quarter. You don't need to worry about the exact quantities. In the first quarter the amount will be roughly estimated, and after that the supplier will go by the amount used in the previous quarter.

You can also buy supplies for several quarters in advance. You will then be given a very favourable bulk discount. On the other hand, however, you will have to store the goods yourself. If you have storage buildings (preferably large ones, because they are colder), you don't really need to worry about the quality of the ingredients you are storing.

You can make sure at any time that ingredients whose condition has deteriorated too much in storage get thrown away. If you have taken on a branch manager, he will automatically pick out all the ingredients that fall below a specific level of freshness. However, these ingredients will then be missing from the warehouse and will have to be reordered and delivered again.

Once you are satisfied with the set-up of your branch, it is ready for the grand opening. You must officially open the branch yourself. Until you do this, it basically remains closed.



## Open branch

As soon as your employees appear in the branch to work, they will automatically open the restaurant to the public. You need just to inaugurate it. You can then control the exact opening times in the staff plan.



## Staff

Your branches' most important assets are your employees. You should always choose these very carefully. Good staff are indispensable if you want a high turnover and satisfied customers. Unreliable or slow staff could cost you your entire profit.

When you have a look at the job market, you will see that each job-hunter has an individual personality. Each has strengths and weaknesses, and it isn't always easy to make the right decision.

You don't necessarily have to investigate all the aspects of a character's personality. But there are certain properties that you, as personnel manager, should look out for in particular. The main thing is that the applicant should have a talent for the job they want. You don't want a chef who hasn't the faintest idea how to cook, or a waiter who is a lousy salesman. Your new employees shouldn't be clumsy either.

These properties can certainly be improved on training courses, but only so much. The best applicants are the really talented ones who have been trained well, but of course they are also the most expensive.

All the properties that are relevant for pure performance are summed up in the „Performance level“. This is a quick, reliable way to tell how well qualified an applicant is for the relevant job. Of course, this performance relates to his specific talent (eg cooking for a chef) and the appropriate training. However, there are other aspects that affect an employee's performance: experience, motivation, intelligence, training in speed and possibly also working under a manager at a later stage.

There are other properties that can severely affect an employer-employee relationship, other than an applicant's professional qualifications. You should therefore pay particular attention to your future employees' reliability and motivation. An applicant who is excellent academically, but who is unreliable and unmotivated, will probably only cause trouble for you.

Whether or not you let the other character properties influence your decision depends on how meticulous you are. Of course, this would make your decision more difficult, but at least you might be spared some unpleasant surprises.

The different properties have varying effects: if you don't want an employee who takes a lot of time off sick, the person should be as healthy as possible. Someone who is bursting with energy won't oversleep as much. Too much courage leads to theft. A reasonable amount of intelligence

and skill will prevent accidents. Popular employees make your branch more popular. A manager with charisma and a pleasant disposition is good at motivating his colleagues.

You can have up to seven employees working in a branch. You therefore need to plan how your staff will work. With the exception of temps, who only ever work for one time zone, applicants offer their services for either part-time or full-time work. You should try to take on as many full-time workers as possible. Unfortunately, these aren't always available from the market.

You will never find the perfect applicant. You will always have to find the best compromise.



## Personal management

You will need to take on a basic staff for your branches, consisting at the very least of a chef and a waiter. As soon as you have chosen these from the applicants, specify the times that they will work in the staff plan.

You also specify the opening times for your branch in the staff plan. Of course, the branch is open only when you have staff in it. It isn't easy to decide on the best opening times for your branch. Click on the buildings within the branch's circle of influence. You will then see when you are likely to get customers. Of course you will have to study the long-term demand if you are to find the ideal opening times.

Newly employed staff first need to move near their new place of work. Your new employees will take some time to move house and get ready for work on the first day. Also, don't be surprised if your new staff take a whole quarter to arrive. This also applies when you transfer an employee from one branch to another.

The staff file contains all the important details about an employee's behaviour. You can use this to tell how likely it is that the employee will be ill or late for work, that they will have an accident or that they will steal from you, and the number of times that these things have happened so far. You can conduct an interview to praise or reproach an employee on each point. However, you shouldn't overdo it, as this will only annoy the employee.

It is a good idea to look at the staff files regularly, as this will give you an overview of an employee's behaviour and happiness. You can tell how happy they are from the Motivation section and also from the five „smiley faces“. These show, from left to right, how happy the employee is with the workload, equipment, training, management and salary. An unhappy red smiley face is a warning sign. If any more appear, you should intervene if the employee is important to you.



You can send your employees on a training course at any time. While they are being trained, however, your employee can do only half as much work as usual, since they are learning at the same time. It is generally only worth training your employees in the subjects that are relevant to their particular jobs. For example, sending a chef on a management course is a good idea only if you intend to promote him to manager. A course in speed (working speed) is always worthwhile for both chefs and waiters, however.



# Marketing

It isn't enough just to stick a restaurant in a city and hope that its reputation will spread by word of mouth. If nobody knows about your branch, nobody will visit it. But the more you plug your restaurants, the better known they will become. If a restaurant is very well known, the town-dwellers will be prepared to travel further to go there. It is easy to tell how well known a branch is from the circle of influence radiating from it.

Unfortunately, however, marketing is a rather costly business. It isn't just that every advertisement costs a bomb – you also need to check regularly that the information you have accumulated about your customers is as up to date as possible. If your current advertisement is stylish, but fails to keep up with all the latest trends, you're just throwing money down the drain.

Marketing isn't only about developing the most effective advertising messages, but is also based on the best possible market research.

## Market research

Of course, you don't devise your advertisements by yourself. You will always appoint an advertising agency to do the job professionally. The better this agency is, the more specialist knowledge they will have. However, every market has its own characteristics. You can't expect an advertising agency to know everything about the requirements and opinions of pizza consumers.

This knowledge doesn't appear by itself, but has to be acquired. The more subjects you cover in the section regarding the effects of your advertising, the more customer-orientated and the more effective your advertising will be. You can see this from the effects of your advertisements.

However, that isn't all you can do to ensure that your advertising is effective. Your advertisement might look professional and stylish – but if it doesn't have the right emotional element, it won't arouse any interest. The only way that your advertisements will influence trends or opinions is if you give them, and your company, the right image.

For example, if you want to give your company a young image, you will first have to devise a strategy that makes the message credible. You can do this simply by researching the „young“ image.



Unfortunately, images can cut both ways. They are certainly the best way to ensure that your advertising leaves an impression. However, using a particular image means that only certain target groups will identify with it. Other groups might even be put off by it. You therefore need to decide which customers are most important to you.

Market research has one basic problem: the knowledge soon becomes out of date. Surveys from the previous year could already be completely obsolete. The older your research is, the less effective it is. You should therefore update your knowledge regularly.

If you have a sound basic knowledge, you will find it easy to inspire the target groups with your advertising.

## Advertising



The advertising agency that you select to develop your advertisement works with you as a partner. While you have a contract with an agency, it won't work for any of your rivals. However, the agency does expect regular jobs from you in return for this. The better the agency is, the higher the advertising expenses are expected to be.

The advertising agency acquires experience for every advertisement that you circulate. This always applies to the medium used, such as leaflets, for example. The more competent the agency is in a field and the more experience it has of that field, the more effective an advertisement will be. You can see this from the bars behind the different media (left-hand bar: competence, right-hand bar: experience).

Putting an advertisement together is easier than it might look at first. You just need to decide which branches you want to promote and where your advertisement is to appear. The cost of an advertisement varies depending on the medium (eg newspaper ad or television spot). However, you can be sure that a more expensive advertisement will also be more effective.

You can keep the content of your advertisement utterly trivial. Or you can take the opportunity to extol the virtues of your company. This should be realistic, though. For example, if you say how marvellous your waiters are, when in fact they are pretty hopeless compared to your rivals', you will be shooting yourself in the foot. It is best if you check the individual branches' reputations first.





If some of the target groups are really wild about your advertisement because of good market research (they will display happy, radiant smile), you can manipulate them. If you are advertising a particular ingredient or one of your toppings, you can even act as a trend-setter. This might even lead to some inhabitants declaring this ingredient to be their favourite food. The new trend could even grip the whole city, thus altering the city's preferences.

Each advertisement makes your branches in the specified area considerably better known. Advertising posters and cinema advertisements have a special additional effect too. Within the circle of influence of an advertising poster, the appetites of hungry passers-by are whetted to such an extent that their hunger stays at maximum so that they get really ravenous. However, posters that are within a rival branch's circle of influence have a negative effect. The passers-by gradually stop feeling hungry. A cinema advertisement basically improves the cinema-goers' opinion of your company. The advertisements for your ingredients also have a direct effect on all the visitors.

# Underworld

The pizza business is tough. You can't afford to handle your rivals with kid gloves. Your opponents could try to grass on you to the press or the authorities at any time. They won't have any qualms about putting vermin in your branch or sending in troublemakers. They might even go so far as to empty or demolish your entire branch.

Depending on how law-abiding you like to be, there are basically three ways that you can act:

1. You can remain an honest businessman and protect yourself as best you can.
2. You can defend yourself, and make do with a few minor acts of foul play.
3. You can join the underworld and fight back with all your might.



## Protection

If you want to protect yourself against baddies, you are free to employ security guards. A security guard will permanently protect the building to which he has been assigned. You can't actually prevent criminal attacks in this way, but you will certainly make things difficult for your rival. Security guards are particularly good at clearing your branch of any punks that have been sent in by your rival. If a great crowd of punks turns up, you will have to increase the number of security guards; otherwise there won't be much you can do about the troublemakers.

If your opponents tend to keep inflicting vermin and other acts of sabotage on you, it's a good idea to appoint a manager. In addition to his everyday tasks, he ensures that the branch is kept clean, and is quick to keep you informed about anything that happens.



Of course, the safest way for you to protect yourself against the government inspectors is by keeping a clean slate. This just means that you must stick to the following rules: don't have any shady balance sheets from money laundering, keep only perfectly fresh ingredients in your warehouse (condition must not fall below zero), and don't make your temps work for longer than 1 time zone. If you can't always control things yourself, perhaps you should offer the mayor of the relevant city your generous support. He will then make sure you don't get as many inspections, as well as granting other privileges.

If you build churches, you can ensure that your company is protected by a higher authority. You can then be spared any negative results that you might otherwise obtain.

If you think there is far too much crime in a city, you can assist the city by building police stations. It doesn't matter which company builds a police station. The police protect all the companies in a city equally. However, these police stations must also be maintained, and the city councils are short of cash. The city can be protected only if the police stations are sufficiently financed by contributions from the pizza companies.

## **Foul play**

Whatever your rival can do, you can do too. You don't even need to take up arms to do a bit of damage to your rivals. The police don't look kindly upon foul play operations, but the maximum punishment you will get is a fine.

The least risky way to annoy your opponents is to blacken their names for transgressions. However, you shouldn't make indiscriminate accusations, because your credibility will soon suffer. You will also have to foot the bill for false alarms yourself. If you think that you have found something in a

rival branch that might interest the authorities, then feel free to report it. If a branch isn't much good or if you think that there might even be weapons in the warehouse, you should inform the press.

There are punks to be found in each city, whom you can hire for a couple of dollars. You just send the punks into a rival branch and let them spoil the atmosphere in there. However, you will have to wait for a while, because the punks will have to make their way to the branch.

For other acts of sabotage, you will have to buy the items, such as mouldy cheese, cockroaches, rats or woodworm, from the black market. You will need dirty money and an arms warehouse for this. You can then plant these pests into an opponent's branch. However, there is a risk that you will be caught by the police when you are planting them.

## **Attacks**

However, you can also fight with the gloves off. To do this you will need to join a syndicate or form one of your own. You will then have lots of opportunities to hit the competition where it hurts or just to make a lot of dirty money. Every criminal operation that you carry out will earn you dirty money and enhance your reputation in the underworld.

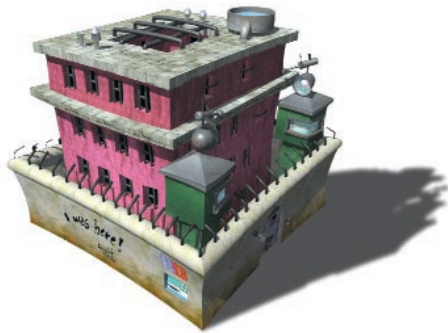
When you launch an attack on storage buildings or closed branches, you can either completely empty them of their contents or demolish them. If you manage to carry out a bank robbery, all this bank's customers will lose some of their assets. You will also acquire a lot of reputation by freeing prisoners from jails.

You can either carry out a criminal operation yourself or get other criminals to perform the task for you. However, to do this you must be the boss of the organisation. If you are carrying out jobs yourself, remember that you

could get injured. This can dramatically reduce the time that you have left in the business.

If you plan to torment an opponent by demanding protection money, it's a good idea to consider any reprisals, in case the rival refuses to pay. How you are going to punish them, this is entirely up to you.

To reduce the risk of criminal operations to some extent, one solution is to bribe the police. This means that if you are caught when you are carrying out an operation, the police might turn a blind eye.



## Technical tips



We have tested Pizza Syndicate extensively with all kinds of hard- and software configurations. However, it is impossible to guarantee 100% compatibility with all components, as there are so many possible combinations.

If, therefore, technical problems should occur on your computer, please check first to confirm that you have the latest Windows and DirectX drivers for your computer components.

Unfortunately, the CD drivers supplied with computers or components are often out of date. You can obtain the latest versions of drivers from the Internet; you can find out where you can obtain the latest update from the manual for the relevant hardware component. All well-known manufacturers will update your driver software and supply it for downloading from the Internet, free of charge.

If you do not know any manufacturers' Internet addresses, you can find a full list of manufacturers with their details in the Service section of our homepage: (<http://www.software2000.de>)

You will also find a text file called README.TXT on this CD, which you really should read, because this is where you can find all the amendments, tips and tricks that didn't make it into the manual.

# Credits

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# Notes



# Notes

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