

# **International House of Pancakes Restaurant**

## **Fred and Marian Jones Success Story**

Fred and Marian Jones have owned and operated businesses in Milwaukee since 1968. They started with a Clark service station and later acquired a Mobile Oil franchise. In 1980, they were the first Mobil dealer to convert their full service station to self-service convenience stores. Their next venture was the ownership and operation of a Pontiac and GMC dealership from 1984 through 2001.

Their newest venture is the International House of Pancakes Restaurant (IHOP) franchise. The restaurant is a full service restaurant that offers a vast array of breakfast (focus on pancakes and waffles), lunch and dinner selections. There are two other IHOP restaurants in the Milwaukee area. The Restaurant will be located at 5341 West Fond du Lac Avenue east of the Mid Town Center, a new shopping center recently developed to replace what used to be the old Capitol Court Shopping Center, at the intersection of West Capitol Drive and Fond du Lac Avenue. Both streets are major traffic thoroughfares on Milwaukee's north side. Shoppers are attracted to the center by retailers such as Pick 'n Save Grocery Store, Wal-Mart, Fashion Bug, Starbuck and local retailers. The area is served mainly by fast food franchises.

Fred is an executive leader with 30 years of successful experience and visible achievements in business development/startup, strategic business partnerships and emerging markets. He is a strategic thinker and planner and has expertise in high-technology solutions and team building strengths that generate optimum productivity and performance excellence from sales staff. Marian has extensive experience in marketing, promotional activities and supervision of employees.

The Joneses are financing this project with a loan from Legacy Bank in Milwaukee, a 504 loan from the Small Business Administration through the Milwaukee Economic Development Corp., and personal savings. This project will create sixty to seventy full and part time positions.

Fred and Marian are hoping to have the IHOP up and running by mid-December 2004. Long-range plans include the development of several IHOP locations to be operated as a "family affair."

Fred and Marian have all the experience and expertise to make the IHOP a success. They are true entrepreneurs. They do their "homework" before entering into a project, and are willing to work the long hours it takes to make a business a success and planning for the future. SBA is proud to have been a player in this venture and look forward to following the progress and success of the Joneses and IHOP.

[Back to Wisconsin SBA News Area](#)