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aspects of the business including a step by step process as well as templates for all of the documentation required. There is also individual ongoing training to ensure the franchisees success.

**What is the most common mistake made by new franchisees?**

The most common mistake is thinking they have a better process and doing something contrary to the training and manual too soon.

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**How would you define your brand?**

The world's leading mobile café franchise.

**How old is the company and when did you start franchising?**

The concept started as a single operator in 2000 and started franchising in 2004 (under different ownership)

**How many franchises do you have?**

In Australia 85 and 50 in the UK and Ireland; a total of 135

**How many are multi-unit franchisees?**

Only three

**Where do you expect the business to be in 2010?**

With 105 franchises in Australia, 70 in the UK and Ireland and a successful proof of concept completed with the brand ready for launch in the US.

**What are the start-up costs for a franchisee and what working capital should they have?**

From \$125,000 +GST. Working capital required is \$5000

**What is the length of agreement?**

Five years with one option to renew for a further five years.

**What are the royalty fee and marketing levy?**

Cafe2U maintains a set weekly fee rather than a percentage of business turnover. The franchise fee is set at \$130 + GST per week for the first year. This is increased to \$145 + GST per week for year two, and to \$160 + GST for the third year. The fee remains at this



rate for the remainder of the 10 year term varied annually by CPI percentage. Cafe2U also maintains a franchisee marketing contribution, which is currently set at \$22 per week.

**What skills does the franchisee need?**

A passion for working with people in the outdoors.

**What will you teach them?**

A comprehensive four week training program is standard. The training includes one full week in the classroom focused on coffee making and business management skills. The second week confirms the franchisee's new skills, allowing them to prepare their business for operation including initial territory pre-work. The third and fourth weeks are reserved for the territory launch of the business with a dedicated franchisee development manager helping to establish a profitable daily run and build a platform for continued growth and success. This is our newly launched Acceleration Program which fast tracks new franchisees.

**What is the most common mistake made by new franchisees?**

Lack of self-belief. For most franchisees, this is their first exposure to small business ownership and they mistakenly believe that achieving success in business is difficult or complex. To boost their confidence, our Acceleration Package allows the new franchisee to develop their skills alongside their franchisees development manager (FDM) who doesn't leave until the franchisee is confident.

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