






INITIAL INVESTMENT	\$50,000-\$150,000		\$150,000-\$300,000	MORE THAN \$300,000	
Name of franchise system	 Jim's Test & Tag	 Cafe2U	 Snap-on Tools (Australia)	 Domino's Pizza Enterprises	 The Coffee Club Franchising
AFR Smart Investor score (%)	76	75	89	88	80
Business type	Testing electrical appliances in the workplace	Mobile café/food service	Mobile sale of tools to automotive industry	Quick-service pizza restaurants	Retail hospitality outlets
New franchise units available	1500	89	19	55	25 (Aust), 5 (NZ), 2 (Thailand)**
Year franchising began	2003	2004	1996	1988	1994
Minimum initial capital investment	\$74,300 + an approved vehicle	\$125,000	\$160,000	\$250,000-\$500,000	\$450,000-\$500,000
Total capital investment	As above	\$137,500	As above	As above	As above
Estimated weekly franchisee turnover	\$1923	\$3173	\$10,577	\$5000-\$50,000*	\$23,077
Estimated weekly franchising fee or royalty	\$214	\$130	\$92	\$1750	\$519
Estimated weekly marketing costs	\$30	\$21	Nil	\$1500	\$800
Franchise agreement term (years)	10	5	6	10	5
Renewal options (years)	10	Three further five-year renewals	6	10 or 20	5
Website	www.jimstestandtag.com.au	www.cafe2u.com.au	www.snaponfranchise.com.au	www.dominos.com.au	www.wherewillimeetyou.com
Phone	131 546	1300 223 328	1800 762 766	07 3633 3333	07 3010 3000

* Depending on location. ** Plus expansion into China and India. Source: AFR Smart Investor.