

Franchise NEWS

BURGER EDGE REBUILT BY FORMER FRANCHISEES



In just two years, franchisees turned franchisors, Issam and Enza Soubjaki have successfully rebuilt Burger Edge to become one of the fastest growing franchises in Australia.

In 2005, Issam and Enza were Burger Edge's first franchisees, later becoming the first multi-store franchisees. They then became Victoria's master franchisees in 2006, and now, as franchisors, the pair have used their experiences and business skills to turn around the struggling franchise.

"When we took over the business we immediately closed three stores that were performing badly. That was when the real work started," said Issam.

The pair then rebuilt the gourmet burger business from the inside out including: rewriting the operations manual, restructuring the business' strategies and principals, and focusing on existing strengths and those that needed to be further developed.

It is expected Burger Edge will have at least a 24-store network across Victoria, Queensland, Western Australia and potentially New South Wales and South Australia by June 2011.

CAFE2U AWARD TOP PERFORMERS

Cafe2U has announced that Andrew and Mandy Lynch, who own and operate the Kenwick-Maddington franchise in Western Australia, are the 2010 Franchisees of the Year.

"Andrew won the award because he utilises all of the strengths and flexibility of the business brilliantly, he understands his customers as well as the business, adapting products, marketing strategy, and sales techniques to suit different people," Cafe2U Chairman Andy Simpkin said at the second National Leadership Conference held recently on the Gold Coast.

The New South Wales prize was handed to Michael Dolahenty from Cromer, who is also renowned as Cafe2U's 100th Franchisee.

"This is actually a remarkable result since he only started his business exactly 12 months ago. He was the first person launched in 2010," said Andy.

The other state awards were taken home by Rob Clark from South Australia's Regency Park for the second year running, Michelle Harper from Queensland's Townville, Oleg Vaksman from Cheltenham, Victoria and the Western Australian state award was taken home by the 2010 Franchisee of the Year winner Andy Lynch.

