

Mobile coffee's 100th franchise



Nunawading Cafe2U franchisee David Weston has become the 100th franchise in the mobile coffee network and celebrated with an exclusive one-off paintwork design adorning the van to commemorate the occasion.

"It was a nice milestone to be a part of and it has been a great experience since. I always wanted to run my own business and the best aspect is the people I deal with in the area every day. Coffee is such a positive product and your customers are glad to see you," said the former major account executive.

"You become a meeting place for employees in neighbouring workplaces and they may not have had any interaction before. It feels like you have helped turn a number of businesses into one, where people meet up and chat while they grab a coffee."

Servicing a territory encompassing Mitcham, Ringwood and Nunawading, he said his greatest challenge so far was getting the business off the ground.

"There is a lot of legwork and door knocking to build the business up at the start, but we have a great product which has helped open those doors and word of mouth spread pretty quick. The business has been going really well and has grown quite rapidly."