



Looking after franchisees as they launch their new businesses

The world's largest mobile coffee franchise, Australian-born Café2U, will expand even further thanks to a new package ensuring success from day one for all new franchisees. Café2U has more than 80 franchisees in Australia and nearly 50 in Britain.

Café2U's chief executive, Andy Simpkin, says: "We have developed a new package that should see interest spike very quickly among prospective franchisees around the country."

The 'Acceleration Package' will ensure that new franchisees hit the ground running. The start-up package fast-tracks their business launch by three months. Cafe2U also provides an income guarantee for the first two weeks, with a daily business schedule constructed with the assistance of a franchisee development manager.

"We guarantee that from the first day of trading, they will be taking home \$500 a day for the next two weeks," Simpkin says. The sole focus of the franchisee development manager is to accelerate the development of the new business.

"We have brought in three highly experienced franchisee development managers who specialise in generating new business in tandem with the new franchisee. It is not only their key focus, but they are incentivised to get the new franchisee to a

sustainable level of sales in a short period."

The new package ensures income that not only provides a return on investment but which also empowers the franchisee with practical on-the-job experience.

At the conclusion of the Acceleration Package, franchisees are mentored continuously by experienced operators within the organisation.

The package lasts four weeks, made up of one week with the franchisee development manager, one week in the classroom and two weeks in the new franchisee's territory.