



Café2U franchisees an overnight success

The world's largest mobile coffee franchise, Australian born Café2U, is set to take off in Western Australia thanks to the introduction of a new package ensuring all new franchisees success from day one of their new business venture.

Café2U has over 80 franchisees in Australia and nearly 50 in the UK. There are two franchisees in Perth, but this is set to be the tip of the iceberg as prospective franchisees look to invest in a 'sure thing' during the current economic downturn.

"There are multiple territories available in WA because we have only really begun to tap into the market here," Café2U CEO Andy Simpkin said.

"And we have developed a new package that should see interest spike very quickly among prospective franchisees in WA."

Café2U has introduced the Acceleration Package to ensure new franchisees hit the ground running from day one. The start-up package fast-tracks their business launch by three months allowing them to reach a level of daily sales sooner.

Café2U also provides an income guarantee for the first two weeks, with a daily business schedule constructed with the assistance of the franchisee's allocated Franchisee Development Manager, whose focus 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," Mr Simpkin explained. "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 of time,".

The new package ensures an income level that not only provides investment payback, but also empowers the franchise with practical on-the-job experience and tuition in attracting new business.

"This fast-tracks them to a solid business base and provides a reliable plan for sustainable growth. Our company mission is to enable franchisees to prosper from day one and this is a crucial element in that."

At the conclusion of the Acceleration Package, franchisees are mentored on an ongoing basis by experienced operators within the organisation, with advice on making business choices gleaned from the collective experience of more than 130 Café2U franchises.



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Page 2 of 2

