

## Franchise accelerates franchisee business

26 May 2009



Franchise business [Cafe2U](#) has introduced an Acceleration Package which fast-tracks a new franchisee's business by three months. The new package ensures an income level that not only provides investment pay-back but empowers the franchise with practical on-the-job experience and tuition in attracting new business.

The world's largest mobile coffee franchise 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.

"We guarantee that from the first day of trading, they will be taking home \$500 a day for the next two weeks," Cafe2U CEO Andy Simpkin added.

"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 of time," Simpkin explained.

The Acceleration Package takes four weeks including one week pre-work with the franchisee development manager, one week in the classroom and two weeks in the new franchisee's exclusive territory. Then a programme of coaching and mentoring continues to ensure ongoing success.