

BEAN BAR



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BEAN BAR

**Join the
Coffee Revolution**
Your Franchisee Guide

Be your own boss



We welcome the opportunity to introduce Bean Bar to you and encourage you to follow your dream of business ownership.

As a Bean Bar Franchisee you are in business for yourself, but not by yourself.

Bean Bar Franchisees have access to a wealth of experience and all the resources of not only the Franchisor but the many other Franchisees in the Bean Bar network.

Bean Bar Franchising offers a ready made brand and reputation, it enables you to benefit from the exclusive use of the coffee 'The Blend' as well as giving you a set of operating systems, staff training, franchise support and the big network buying power. It is well documented that businesses under a franchise format or system have a greater chance for success.

You have the opportunity to use this great name and established reputation

for coffee perfection. Bean Bar has been in the business of selling "great coffee" for more than 12 years, which means that all aspects of our operation have been tried and tested in a real commercial environment.

We are continually making changes to the way we do business in our overall strategy for success. There is continual refinement and research into supplier relationships, product development, marketing strategies and the relationship between franchisor and franchisee.

Bean Bar are preparing for new store locations throughout Australia. We are currently searching for candidates to own and operate their own stores.

Thank you for your interest in becoming a future prospective owner of a Bean Bar Franchise.



Our History

Bean Bar stores have now been serving their famous Blend for over twelve years and have developed a reputation for high-quality coffee, delicious food and friendly service.

Bean Bar is Australian owned and managed coffee chain which delivers quality coffee, food and exceptional customer service.

Not quite as steeped in tradition as the Roman Empire, but Bean Bar is certainly making up for lost time since we opened our first shop in 2001.

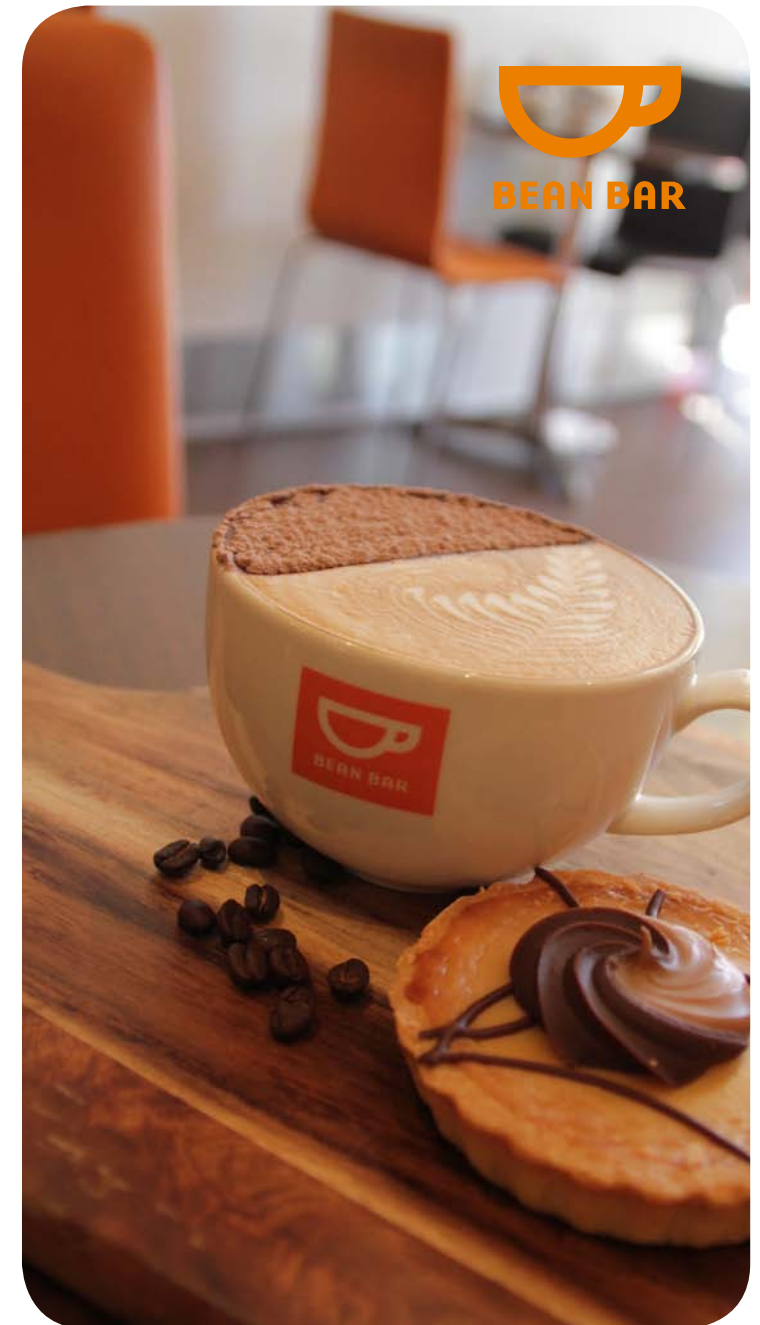
Our first Bean Bar opened on King William Street, Adelaide on 31st December 2001. The opening was a great success, and we've been serving the people of Adelaide their *Favourite Coffee* ever since.

We have six stores proudly serving the Adelaide CBD with more stores on the horizon.

Bean Bar stores have now been serving their famous blend for over twelve years and have developed a reputation for high-quality coffee, delicious food and friendly service.

We strive to create an individually perfect coffee every time.

Great service is our practice and fresh, quality coffee our business.



Why Bean Bar you ask?



Owning and operating a Bean Bar franchise provides many benefits for those who want to get into business for themselves but not by themselves.

We are just as passionate about your success as we are about our coffee.

By Joining the Bean Bar Network you are able to use our extensive network of suppliers with prices only reserved of big buyers.

Coffee is the core of our business and we are committed to maintaining our 'Blend' – roasted and delivered fresh to our stores.

The framework of our franchise system lowers the risks involved in starting a new business.

Becoming a Bean Bar franchisee gives you flexibility in planning your business around your life. Our business model gives you the tools you need to operate your business whilst having a conscious understanding of fulfilling your work life balance.

We acknowledge that a strong franchisor/franchisee relationship is essential to achieving success. We will work together closely with you to ensure all areas of training, support, systems and operations are fulfilled for the best outcomes in your business.



So what do you get?



BEAN BAR

An affordable franchise

A Bean Bar outlet requires minimal set-up costs.

An average cost for a new Bean Bar store is between \$100k–250k.

*price includes store fit-out, initial franchise fee, training and marketing.

Franchise support

At Bean Bar we believe that building strong relationships with our franchisees is key to a successful franchise network. Once your store is open, we will provide you with ongoing support to help ensure that your business systems are running at optimum levels.

Powerful marketing

Bean Bar is strongly committed to the marketing of its brand.

We provide strong local marketing and encourage collaboration and innovation from our franchisees to achieve optimal results driven by successful advertising campaigns. Marketing fees are used solely for the benefit of our stores and can be audited upon request.

Flexibility

We encourage franchisees to work in conjunction with the franchisor to research and implement ranges of food and drink into their store in addition to the standard Bean Bar menu.

It is important that franchisees have the flexibility to develop their store with a unique twist.



What Next?

Ask yourself these questions:

1. Do I really want to be my own boss?
2. Am I willing to comply with operational standards?
3. Am I self motivated to be a business owner?
4. Do I have a genuine interest in customer service?
5. Am I willing to drive my business forward?
6. Do I have a passion to achieve and succeed?
7. Do I have a history of success in dealing with people?
8. Am I responsible and capable of managing my own business?

If you can honestly answer 'YES' to all of these questions we encourage you to take the next steps to achieving your dreams and becoming your own boss.

Please fill in and submit the Registration of Interest.

Bean Bar Franchise Recruitment Team will phone you for a first contact interview.

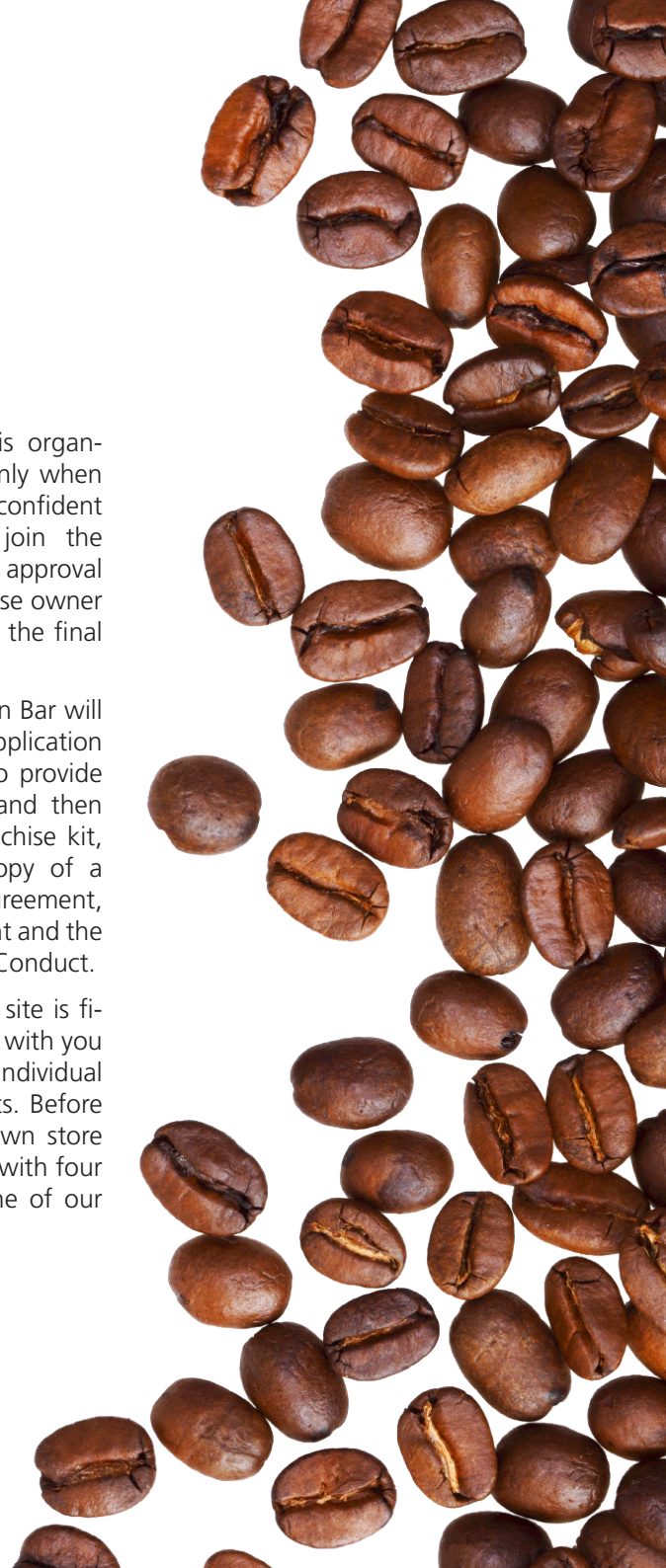
During this interview you will receive an informal, yet comprehensive introduction to Bean Bar.

Following this first interview, you are sure to have many questions about Bean Bar franchising. We will set up a second interview to give you the opportunity to have all of your questions answered. During this second interview we will also discuss current offers and opportunities for Bean Bar Franchises.

The final interview is organized to take place only when you feel 110% confident about wanting to join the Bean Bar team. Final approval as a Bean Bar franchise owner will be decided after the final interview.

If found suitable Bean Bar will progress with your application and you will need to provide a \$10,000 deposit and then will be issued a franchise kit, which includes a copy of a standard franchise agreement, a disclosure document and the franchising Code of Conduct.

Once your proposed site is finalized, we will liaise with you in preparing your individual Franchise Agreements. Before you takeover your own store you will be provided with four weeks training in one of our stores.



Frequently Asked Questions

Is investing in a franchise risk free?

The risk involved in participating in any reputable franchise system should be significantly less than the risk of involved in proceeding in a similar business on our own account. Any retail business involves risk and Bean Bar cannot guarantee the sales of a particular store or its profitability.

Should I seek independent advice before entering the Bean Bar franchise system?

Bean Bar requires that all franchisees obtain competent legal, business and accounting advice before entering into the franchise documentation to ensure that franchisees fully understand their obligations.

Do I need prior experience in the retail coffee business?

No. Previous experience managing a retail business is a great advantage and the preferred way to becoming a franchisee with Bean Bar however our extensive training program and years of experience will help you to operate your own store.

Is there a standardized procedure that I am required to follow?

Yes, however the procedures are streamlined. For matters such as reporting, insurance, accounting practices, purchasing, hiring and training new staff, cost control, marketing, merchandising and other essential functions contribute to the efficient operation of your store.

What are the typical/required hours of operation?

The typical hours are 7am-5pm Monday to Sunday, although in situations where there are good business reasons for alteration (store specific) these hours may vary.

Am I required to work in the business?

That would usually be the case, however if there is a robust plan to operate the store under suitably talented leadership, Bean Bar may consider candidates that wish to invest and employ a management team.

Can I try before I buy?

Visits to Bean Bar stores, including the chance to act as part of the stores team, can be arranged during the selection process.

What is the ongoing franchise fees and what does it cover?

The franchise fee is 6% of your gross weekly sales. The fees are set as a percent so that we only benefit as you do.

As part of BEAN BAR you benefit from the following services:

- Supplier selection and volume buying arrangements
- Standardised accounting and reporting
- Research of new and varied products
- Staff training and management assistance

What is the marketing fee?

The purpose of the marketing fee is to pool the marketing contributions in a fund for all franchisees to maximize any possible benefits. This fee is set at 2% of your gross weekly sales. Marketing fee can only be used to benefit Franchisee's and can be audited on request.

What restrictions do I have when marketing and promoting my store?

All marketing and promotions, both material and mechanics, must comply with the brand guidelines.

Where do I purchase my supplies?

As part of your manual you will be provided with a list of approved suppliers. These suppliers are hand picked and you benefit from our bulk buying power.

How do I obtain financing?

If required Bean Bar will assist you in submitting an application to a lending institution. Similarly to buying a house, you will need a deposit and sufficient security.

What is the investment required to open a franchise with Bean Bar?

The estimated initial investment for a store ranges from \$100k-\$250k.

Depending on the site and style of the store.

*price includes store fit-out, initial franchise fee, training and marketing.

Q: Do I need any other money to start?

We recommended as a minimum you have \$10,000 in cash flow. This will help with your first week of trading, wages, initial stock and other fees such as Rent and Insurance.

You will also be required to have a Bank Guarantee for your site as per Leasing requirements. Bank Guarantees are generally 3 months of gross rent.

What will be my return on investment?

This relies on the growth and profitability of the business under your ownership. We would hope that your investment pays you handsome returns; however we cannot predict or guarantee what this return may be.

What is the length of my franchise agreement?

The initial term of the franchise agreement will match the term of your lease.

How soon after approval can I expect to open my Bean Bar store?

Location is the biggest determining factor, and site selection requires commitment, talent and expertise. After site identification and Bean Bar's site approval, next are lease negotiation, design, layout and construction. This process can vary with every project.

Do you have opportunities for multi-location development?

Yes. For qualified individuals, we have multi-location development opportunities. This will be assessed on an individual basis.

Will I be able to sell the business in the future?

Yes. The franchise is yours to sell under certain guidelines and conditions. Bean Bar will need to give approval on the selection of new franchisees in the same way that you have been approved.

Hear from our Happy Brood

“We started looking at different coffee franchises and Bean Bar stuck out more than the others. It offered everything we were after.”



My wife and I had thought about owning a café for a while but having no experience in either coffee or running a business we were put off for quite a while. After the birth of our son it became even more important to us to find a way to have a better work/home life. We started looking at different coffee franchises and Bean Bar stuck out more than the others. It offered everything we were after.

1. Buying a Bean Bar store was a lot cheaper than other franchises.
2. The ongoing fee structure was very reasonable and also cheaper.
3. The training provided got rid of our nerves about running a business and the coffee industry.
4. Our work/home life is amazing. We get to spend so much more time with our son that we would have in our old roles.
5. There is a certain freedom each store has to personalize their store to their personality.
6. We never feel like we can't go to head office about an issue. They are there for support and that is what you get. You get a lot of support and guidance.

Jay Mattner - Franchisee
Bean Bar Hindmarsh Square



BEAN BAR

Ready to join the revolution?

For more information or to start the franchise process please contact:

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