

WHY INVEST IN A SANDWICH CHEFS FRANCHISE?



1. Our Food

We have a proven, simple and successful menu and operating system that allows our franchisees to sell high quality, high value, products, that have extensive market appeal. Our menu's core product of amazing 14-hour slow roasted carvery meats provides a competitive point of difference which is not easily copied. Our menu range of gourmet sandwiches (artisan breads), juices and salads allow our stores to compete across a broad range of food categories; We have something for everyone whilst retaining a unique element. Importantly our products do not require excessive investment in expensive, complicated food machinery and equipment, our staff do not need high levels of detailed training to be competent in what they do.

2. Brand and Store Image

We have invested significantly in our brand and store image. Our stores are architecturally designed to deliver functionality and to be visually striking, appealing and memorable. Consumers eat with their eyes first, and we are proud to display our high-quality product to attract customers, we are not solely reliant on marketing and product promotions. From our uniforms through to our no plastic packaging, our image demonstrates a commitment to design for a purpose; to guarantee contemporary consumer appeal and brand recognition, whilst delivering operational functionality, with a cost effective fit out, to deliver a return on investment.

3. Locations and Site Selection

We are committed to our franchise businesses occupying premium locations. Our definition of premium is based upon a series of refined selection criteria, inclusive of store viability and return on investment to the franchisee (It might be the "the best site in the biggest shopping centre" but if it does not meet our criteria we won't take it). We engage the services of external retail property experts to source suitable locations, to ensure that our site selection criteria are applied independently and vigorously, and to negotiate best in market terms of our retail leases.

4. Marketing and Advertising resources

We have developed, with consultation from leading marketing experts, a marketing strategy to drive brand awareness and traffic to our stores. We utilise a range of both traditional and digital resources to implement that strategy on a National basis. We also provide to our franchise network a “tool box” of both traditional and digital, professionally designed, advertising and marketing resources to assist our franchisees grow their business in the local area.

5. Business Model Design

We have had over 25 years to custom design a business model that delivers both profitability and sustainability to our franchisees. Food retailing is a complex business with multiple interlinked elements that as a sum make a food business profitable and able to achieve a good return on investment (not just a wage for the owner operator). Our business model design considers every element required, from lease terms and fit out, to recipes, portion sizes and prices. We believe we have got it right, we have done all the hard design work for you, and it is why we have so many multiple store owners and businesses run under management returning good returns on investment to their owners.

6. Technology and Innovation

We constantly review and improve our business model. From negotiating a new national supplier of better quality meat at lower prices to our franchisees, to the recent roll out of an online ordering platform, we are constantly exploring new ways to make our businesses more profitable and easier for our franchisees to operate, manage, and grow.

7. Training

We provide each new franchisee and Store Manager a 4-week structured training program in not just operations but also the management and growth of the franchise business. Training is conducted both in store and in the training room and is facilitated by our dedicated training managers and the franchisees nominated Business Consultant.

After the initial 4-week training program your Business Consultant will be in store with you for a minimum of 2 weeks to ensure your smooth transition from trainee to business owner.

The Business Consultant assists the franchisees in the recruitment of suitable staff and their training.

8. Support / Quality of Support

We are committed to providing a high level of support to our franchise network. We provide a fully integrated turnkey solution for new stores, from site selection, to lease negotiation, store fit out, franchisee training, hiring and training staff and grand opening of the store. We do not charge a mark-up or margin on these services, they are charged at the invoiced cost.

Our Business Consultants are mature, highly experienced, food industry experts, many of whom have owned their own business, who as coaches and mentors are an invaluable resource to our franchisees. Importantly our Business Consultants spend time in store, hands on, with our franchisees. We maintain a low ratio of stores to Business Consultants ensuring that they are always available and have frequent monthly contact visits with their franchisees implementing their individual business plan.

Our National Support Office provides professional support across all store and business management requirements, Marketing and Advertising, Property, Operations, Financial Management, People Management, and Business Development

9. Franchisee Business Development

We work very closely with our franchisees to develop their business and their business skills through multi store ownership. We provide financial incentives, financing assistance, new location opportunities and coaching, training and mentoring to ensure that our franchisees have the skills to be more than owner / managers. Our network is characterised by multi-unit franchisees, franchisees who have taken a small business franchise model and developed a big business.

10. Leadership and culture

Remember, if you are not successful, neither are we. It's a team effort. We believe that a strong and effective business relationship between Franchisee and Franchisor is critical to the success of each individual business and the Franchise system overall. We are in business with you, you are your own boss, but not on your own.