

THE
COFFEE
CLUB®

Where will I meet you?

CAFÉ • BAR • RESTAURANT

A MINUTE WITH BARRY LANE

A SUCCESSFUL CBR FRANCHISEE IN LOGAN, QUEENSLAND

Had you ever worked in a Franchise system prior to The Coffee Club?

No. This is our first experience with franchising. We decided that we would go into partnership with a reputable brand name to assist us in converting our dream into reality.

Did you compare our system with other brands before your investment with The Coffee Club?

Yes we did. We investigated two other organisations (one larger, the other smaller) we found *The Coffee Club* system closely aligned with our own Vision.

Have you owned and operated a business in the past?

This is our first business and enterprise in being self employed.

Did you have experience within the hospitality/retail industries prior to your involvement with our brand?

This was always our dream. We did not have a lot experience in hospitality / retail - we came from a background of the banking / finance industries and both enjoyed quality customer service and people interaction. We had 30 years previous experience in hospitality - (as guests in many restaurants). We continue our focus from the guest s perspective.

What led you to the purchase of chosen concept?

The desire to give it a go to turn our dream into reality. This was motivated by the passing away of a friend you realise that life is what you make it to be.

What did your due diligence involve?

Five years of research looking at other franchise systems, talking with a lot of franchisees, studying the operation, communicating with the Directors, working closely with our financial advisor and planning our future. We recognised our strengths, worked on our weakness, acknowledged the threats and seized upon opportunities.

How did you perceive the support systems within the brand?

The support systems are excellent we primarily use our Franchise Consultant to aid us with the necessary support we require from Corporate Office. We have always found that there is as much support as needed, if and when required.



THE
COFFEE
CLUB®

Where will I meet you?

CAFÉ • BAR • RESTAURANT



Does our full format system provide you with the tools for success?

The six building blocks of Mission, People, Marketing, Operations, Property and Financial Management are all supported by manuals, training and support departments to tap into, to ensure our daily operation is supported and provided with the tools to succeed.

What was your drive behind purchasing your second CBR and an additional Club store?

Primarily due to all our family members entering into the business with us - our four daughters are in partnership with us in our three stores (all in the Logan area). This combined with opportunities to grow and expand our operation along with prime locations, has attributed to excellent growth since we commenced our journey in March 2002.