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## A MINUTE WITH CAROLYN MCMANUS

FRANCHISEE OF STOCKLAND TOWNSVILLE & RECENTLY DOMAIN TOWNSVILLE & FRANCHISEE OF THE YEAR 2007

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

No, only worked in The Corporate sector.

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

Certainly. We looked at other Coffee Franchises, stand alone businesses and other franchising opportunities.

***Have you owned and operated a business in the past?***

No. Did you have experience within the hospitality/retail industries prior to your involvement with our brand? No my background is Banking and David's is Medicine.

***What led you to the purchase of chosen concept?***

I was looking for an opportunity where I was able to balance the needs of my young family while still being able to enjoy working. The Coffee and hospitality industry really appealed to me and *The Coffee Club* stood out because of its strong support structure. The structure and support was really important because I did not have hospitality experience. Part of the due diligence process revealed that one of the main reasons business do not succeed in business is because they choose to go into industries they do not have experience in. I felt it was beneficial to purchase this experience, knowledge and success through a franchise.

***What did your due diligence involve?***

We sought professional advice and guidance from our Accountant, Solicitor and Bank. We visited the shopping centre many times. Sat at the site entrance to observe customer traffic flow. We spoke to other retailers in the centre including competition. We spoke to other *The Coffee Club* franchisees and obtained figures from other stores to use as a guide for our projected cash flow.

***How did you perceive the support systems within the brand?***

This was perhaps the strongest aspect for us and the key in our decision to purchase a *The Coffee Club* Franchise. There is training manuals, checklists and



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specialised departments for everything and this gave us a real feeling of safety and security. We did not feel at any stage that we were in the process alone. The training was thorough and extensive and we were provided an experienced opening team to assist with the opening of our business. The opening team at Corporate Office are extremely helpful, they arrange everything from recruitment and induction of a new team to all stock including stationery.

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

Definitely, every aspect of the business is covered. As well as manuals and checklists there is specialised departments such as marketing, finance, property, IT and people management. Having regular visits by a Franchise Consultant really helps also. The system provides an excellent platform to succeed from. It takes the guess work out of it. I felt that if we followed the system and concentrated on customer service and people management then we would be successful. I am looking forward to the new financial management manual which I think will assist further.

### ***What was your drive behind purchasing your second club?***

The success of our first Club. We felt we were able to take on a second store as we have a strong team who have been with us for a long time now. We have very strong management staff that were ready for the next challenge. We are able to spend more time with our family and have a profitable business so when the opportunity presented to extend this, we felt we were ready.