

THE
COFFEE
CLUB®

Where will I meet you?

KIOSK

A MINUTE WITH TONY & THERESE REID

A SUCCESSFUL KIOSK FRANCHISEE IN CAROUSEL, WESTERN AUSTRALIA

Have you ever worked in a Franchise system?

No.

Did you compare our system with other brands?

Yes.

Have you owned and operated a business in the past?

Yes.

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

Retail yes, hospitality no.

What led you to the purchase of chosen concept?

Modern open format, more conducive to all walk-by customers.

What did your due diligence involve?

Financials and comparisons to other *The Coffee Club* sites; competitors (realised how many served inferior coffee and don't like the box shop concept); Westfield marketing information, local marketing information; *The Coffee Club* customer feedback, and interviews with other franchisees.

How did you perceive the support systems within the brand?

It was one of the main reasons we chose *The Coffee Club* along with the fact it is Australian based. The owners are still at the helm and willing to take your call and they still have a passion for the business. As we were new we did not want to leave anything to chance. The ongoing support is great, the start up crew were awesome and support was invaluable.

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

Yes.

Do you work cohesively with landlords and centre management staff?

Yes, most important.

