



PANCAKES

RESTAURANTS

FRANCHISING



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OUR MISSION

"Consistently maintain quality service and product in a timely fashion whilst providing a safe, friendly and welcoming atmosphere for our guests and team members alike."



COMPANY POLICY

1. Total respect for the individual as well as appreciation for their contribution and effort.
2. Caring for the customers by means of making our Mission a reality in our Restaurants, every minute of the day, every day of the year.
3. Develop a 'Passion for Excellence' in everything that we do.

"People are born to succeed, not fail" - Thoreau

WHY FRANCHISE?

There are so many reasons why franchising is a viable and profitable business opportunity.

- Franchising gives an individual the opportunity to be in a business for themselves whilst limiting the risk of trying something completely new.
- Franchisees can see in advance the potential of the business, and also can be comforted by the knowledge that someone has been there before and can help them when they are uncertain of what to do next.
- It means franchisees can draw on the experience of others and also have the benefits of buying as a group. It gives them a head start, because they are joining an existing brand.
- It provides access to proven business systems and well established processes and procedures – a **tried** and **trusted** system.
- The Franchising Code of Conduct, developed by the Federal Government and administered by the ACCC, means franchisees can be certain that their dealings with the Franchisor will be taken in good faith and can be assured of good governance.
- They will be able to budget accurately for set-up costs and timelines, statutory requirements and contractor/supplier availability will already be established.
- Assistance will be available with site and territory selection, based on previous site history.
- Thorough training and ongoing support is on hand.



PANCAKES – WHO WE ARE

With a history spanning nearly 40 years, Pancake Restaurants have been in Queensland since the late 1970's. It soon became an icon known to generations of Australians as a place to go any time of day or night for quality food and great hospitality, provided by a friendly, well-trained team.



Following the opening of our latest restaurant in Westfield Garden City (Upper Mount Gravatt) there has been great interest in our future growth and franchise potential.

The company has developed strong management systems, combined with well-established training programs. Uncompromising high standards for product and service are a feature of our manuals and method. We view ourselves in partnership with our franchisees carrying a shared vision dedicated to not only provide the best possible experience for our guests, but also to give our whole team - franchisees, staff and corporate support team alike - a sense of great achievement and a fulfilling career.

It was decided to franchise Pancakes Restaurants in 2009, a decision not taken lightly, so the next ensuing years were spent working with a team of specialists, with extensive experience in franchising, to ensure the business was properly prepared to give franchisees the best possible start to their adventure with us. We feel the type of person that will best match these ideals will be highly motivated, believes in putting in the extra mile, and is passionate about what they do.



Pancakes Restaurants has developed long term relationships with our suppliers to ensure they better understand our needs and work with us to achieve our goals. This also allows us to leverage the best possible price and standard for both products and service.

IS THIS THE RIGHT FRANCHISE FOR YOU?

I think most of us want to be our own boss but are not really sure where to begin. It certainly can be a daunting prospect - what do I do, where do I start, what if it doesn't work, do I have the necessary skills and how much will I need to get started?

All are very real fears, and that's where we thrive and are able to help you. With our extensive experience in selecting management teams and staff for our business we have learnt to recognise the best qualities that have made our business a success.

You just need to ask yourself:

1. Am I a good communicator?
2. Do I have a genuine interest in people and their desires?
3. Do I truly understand the importance of delivering outstanding service, every single day?
4. Am I prepared to lead by example?
5. How are my people skills?
6. Can I empower my team?
7. Is continuous improvement and personal growth my credo?
8. Am I prepared to trust in a system and embrace different ideas?

If you tick all these boxes you are well on your way, and always remember you are bringing one additional quality and driving factor, that is, this is YOUR business, YOUR opportunity to make it happen - that's very powerful indeed.

Combine these qualities with our training, systems and ongoing support, and the future could certainly be a very bright one.



WHAT YOU WILL RECEIVE

When you join the Pancakes Restaurants Franchise team you will have access to:

1. Full design and fit out requirements for your new store;
2. Comprehensive training in all facets of the business;
3. Assistance as required with the recruitment and training of your team;
4. All the necessary administration modules to ensure your business runs smoothly;
5. Operations manuals thoroughly detailing step by step procedures and standards;
6. Ongoing support from our experienced management support team.

This will include:

1. Quality assurance assistance by our product specialists who will conduct quality audits of product preparation, service procedures and management practices;
2. Access to the best possible prices for both products and equipment;
3. Assistance in continually improving store operations and performance;
4. Research and development of new products to meet local market tastes;
5. Security systems and procedures that will give you peace of mind and the ability to remotely monitor your business, and also allow us to help you to identify problems.



TRAINING

We will provide complete training in all facets of the business by dedicated trainers who have been there and done it. Your training program will follow the schedule below and is anticipated to take 8 weeks but can be tailored to meet your special needs:

WEEK	TRAINING MODULE/CONTENT	
One	General theory about daily operations front of house, including basic POS operations.	
Two	Food preparation and management of stocking requirements.	
Three	General cooking procedures, menu presentation and management of service periods.	
Four	Bar and full drinks preparation; additional POS procedures including full cashier functions.	
Five	Shift running and organisational procedures including opening; closing and handover requirements; equipment maintenance and scheduling. Extensive quality, service, cleanliness and safety requirements.	
Six	Inventory Management Module: includes stock control, food cost management and supplier management.	
Seven	Labour Management Module: includes manpower planning, payroll administration, organisation of training and interaction management skills.	
Eight	Restaurant Operational Standards Module: includes evaluation procedures, local regulatory requirements, tools and skills for continual improvement.	

ONGOING SUPPORT

STORE LOCATION AND FIT OUT

We will provide detailed design specifications and advice on both operational flow and layout needs to suit your individual sites. Equipment specifications for matching volume targets and purchasing assistance can be provided.



We are committed to your success so will provide input on site selection and can assist with lease negotiations. We have a strict territory policy to ensure the protection of your business.

MARKETING SUPPORT

All franchise stores are required to contribute to a marketing fund which is utilised for branding, promotional activities and product development. We also provide a marketing manual which will help you to design, individualise and implement local programs that will position your brand in the community.

We encourage innovation, support you with robust systems, and help you to facilitate your own partnerships with the community.



INVESTMENT REQUIRED

Your initial investment will be approximately between \$400,000 and \$600,000. This includes your franchising fee of \$50,000 and will cover equipment, restaurant fit out and training. There may be variances according to location, size and/or special conditions laid out by your landlord.



FREQUENTLY ASKED QUESTIONS

Q: How much will it cost and are there any ongoing fees?

A: Set up costs are between \$400,000 and \$600,000 which includes your initial franchising fee and training costs. There may be variances beyond the estimated due to size, location and requirements by your Landlord. For the term of the franchising agreement you will also be required to pay an ongoing franchising levy of 6% of gross sales (monthly) and a minimum of 1% marketing levy monthly.

Q: Will I be required to provide a deposit and under what circumstances would I lose my deposit or any part of it?

A: A \$3,000 deposit is payable upon application. This is fully refundable, should your application be rejected.

Q: How much experience do I need?

A: Experience is invaluable, and although some hospitality and management experience is preferred, it is not essential. With the aid of our training and ongoing support we will guide you in beginning your new journey.

Q: How long does the agreement last?

A: Your franchise agreement will be for an initial term of five (5) years with an option to renew for a further five (5) years (at 50% of the franchisor's then current initial fee for the first Pancakes Restaurants Franchise Store plus any refurbishment and legal costs required). However, this could be influenced by the term of the site lease.

Q: How is the site selected?

A: The site will be selected in an approved location by the franchisee with the support of the franchisor if required. Final approval will be by the franchisor. It is important that the franchisee conducts their due diligence and is fully satisfied with the location.

Q: What training is involved and is the franchisee expected to participate?

A: Training will be for approximately eight (8) weeks, or longer if required, and the franchisee/owner is expected to complete the training, as they are required to spend a significant amount of time working in the restaurant themselves. They may identify two additional team members to be trained, which is included in the initial franchising fee. All wages and expenses incurred will be the responsibility of the franchisee. Where practical, some training may be organised for additional staff. Any additional training will be at the expense of the franchisee.



Q: Will I need any working capital?

A: It is recommended that you have around \$100,000 available for working capital, to cover things like accounting costs, staff training and wages, insurances and start-up stock. Cash flow is vital to all business's success. The food service industry has an advantage over other industries in that when a product is sold it is by cash or card giving immediate cash flow, rather than waiting until the end of the month for debtors to pay their accounts.

Q: What next?

A: Contact Pancakes Restaurant Franchising or visit the website www.pancakemanor.com.au and we will arrange a time to get together and discuss your options. Looking forward to hearing from you soon.



TESTIMONIALS

Pancakes Restaurants, over time, has been able to develop strong working relationships with our suppliers, which has helped to make a strong, stable business.

Haidee Van Ruth, CFO of Queensland Frozen Food Services (QFFS)

“.....this partnership has resulted in QFFS being able to supply Pancakes Restaurants the best products at competitive prices. We have been trading with Pancakes Restaurants since 1997 and over this time have maintained a professional and stable relationship.....”

Kevin Day, Director of Thermo-Freeze

“.....Thermo-Freeze have been dealing with Pancakes Restaurants since 2003we have forged an excellent trading relationship and look forward to continuing this relationship moving forward.....”

CONTACT

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