



**WHY  
BEANS  
REPUBLIQUE?**

**BRUNCH, SWEET & GOOD TIMES SINCE 2009**



# Congratulations...

For taking the first step towards being your own boss and creating a great lifestyle for you and your family. We're Jenny and Patrick, the founders of Beans Republic.

Let us start by telling you a bit about our journey. In 2008, tired of working for other people, we decided to realise our dream of owning our own business. So, we opened up a little café in Frankston called Oceanic Café. Our little cafe became a popular spot for the locals and within eighteen months we decided to rebrand to Cafeholics and open a second outlet in Parkdale. We operated both cafés for three years and in 2014 expanded again, this time in Glen Iris with Beans Republic. Beans Republic was immediately welcomed by customers and before long we had lines out the door and a great new business concept that we wanted to share with others.

Operating three successful cafes simultaneously made us realise two things. One, we have a great business concept and very strong back-end systems, and two, we want to teach other's how to run their own successful business. So, we're now looking for passionate, self-motivated people from all walks of life who want to join the Beans Republic team as business owners.

And that is how Beans Republic was born. I hope it excites you as much as it does us, and we look forward to discussing how it might just be the dream business opportunity you've been looking for.

Jenny and Patrick

**Beans Republic Founders**

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# Overview

<b>Congratulations and Welcome</b>	<b>1</b>
<b>Our Identity</b>	<b>3</b>
<b>What's Involved</b>	<b>4</b>
<b>We Work Together- Franchisors Commitment</b>	<b>5</b>
<b>We Work Together- Franchisees Commitment</b>	<b>6</b>
<b>Training Program</b>	<b>7</b>
<b>How do I join the team?</b>	<b>8-13</b>
<b>Financial Information</b>	<b>14</b>
<b>Notes Page</b>	<b>15</b>



# Our Identity

## The 3 beans of success

At Beans Republic, we have lived and breathed the same philosophy since opening our doors: to deliver “**Good Times**” to all customers. We aim to spoil the senses through an enjoyment of food, drink and a cool relaxing vibe. Customers’ who visit Beans Republic should feel it’s a real treat every single time.

While there are other café franchises on the market, the Beans’ “**Good Times**” philosophy is truly unique, and is created by the below 3 Beans of Success-

1. **The Experience:**

The Beans Republic “Good Times” experience offers customers personable service with a can-do and approachable attitude from genuinely happy staff. This is a big part of our secret.

2. **The Vibe:**

An interesting and on trend store layout creates a relaxing ambience that excites the senses. Whilst there will always be a strong brand presence, each store is designed to reflect its locality and has its own unique characteristics.

3. **The Products:**

The Beans Republic drinks menu consists of well-made espresso beverages, popular cold drink options and freshly squeezed juices. The food menu consists of delicious and unique dishes with a Beans twist whilst also promoting healthy eating. Cakes and desserts are fresh and made exclusively for Beans Republic by dedicated pastry chefs. There are plenty of options for both quality sit-down meals or tasty take-away food.

**Can you live the “Good Times” philosophy?**

# What's Involved

As the new owner of a Beans Republic franchise, you will be backed by a solid business system with proven results. The other ingredient to your success is your own passion and commitment to delivering the below essential elements:

## **Good Times**

First and foremost, your mission is to deliver “**Good Times**” to all customers. You will be a passionate ambassador of the Beans Republic brand and make sure the “**Good Times**” philosophy is clearly understood and followed by your team.

## **The System**

You will follow the Beans Republic **system** exclusively to ensure that the highest standard of operational excellence across the franchise network is maintained. Whilst being given the opportunity to shine as an individual business owner, you must respect the Beans Republic philosophy and agree to follow the business frameworks – after all, this is what you are investing in.

## **Leadership**

You demonstrate successful leadership qualities and have an energetic and hands-on approach to leadership. You will lead your team by example, motivation, positivity and a can-do attitude. Remember only a **genuinely happy team** can deliver **good times**. Do you know how to bring the best out of people?

## **Hours of operation**

Your café will be open seven days a week. You must be actively involved in its day to day running to ensure the highest of standards are maintained.



# *We work together*

## **The Franchisors Commitment**

One of the great benefits of buying into a franchised system like Beans Republic in that you don't need to start from scratch. We've already figured out what works and what doesn't and have developed systems that you simply need to follow. As founders, we are also there to guide you through the on-boarding process and ensure that you get off to the successful start that you're after.

You will be provided with everything you need to set up and operate a successful business, including but not limited to the below:

- A defined and protected franchise territory with rights to use the Beans Republic tradename, trademarks and other protected intellectual property
- 3 months full-time training and comprehensive induction training for key staff
- Ongoing business mentoring with a territory Franchise Support Manager
- Full café fit out to Beans Republic high standards
- Beans Republic Operating Manual, containing detailed "how to" information on all aspects of running your franchise
- Beans Republic Point of sale, Inventory and Accounting system, Marketing Materials and Recruitment Service
- Supply of exclusive Beans Republic food, desserts and beverage products
- Shared benefits of fleet buying power, websites and social media facilities.

# *We work together*

## **The Franchisees Commitment**

As a new Beans Republic franchisee, the two key ingredients to your success is the passion you have to build a great business and the commitment you have to following a system that has been proven to work. This includes but is not limited to the below:

- Follow Beans Republic formulas and menus.
- Follow Beans Republic Operation Manuals and Staff Training Procedures.
- Use Beans Republic exclusive products, uniforms, trademarks, information system.
- Use Beans Republic inventory system, accounting system, marketing materials and strategies
- Operate your restaurant to the Beans Republic standard of service, quality, values and cleanliness



# *Training program*

To operate a successful Beans République Café, yourself and key staff members will undergo a professional and comprehensive training program. For you, this involves attending a 3 month full-time training program in an operating Beans République café. The program is designed to ensure that you confidently learn how to run a successful café business – Beans République style! Training will include everything from cooking, barista, customer service to cleaning. As a leader and café owner, you will lead the team by example so every part of the operation is included in the training schedule. From a manager's perspective, training will also include learning how to deal with real life situations such as staff shortage, machinery break-down and handling customer feedback.

Throughout the program, there will be regular learning reviews to ensure you understand all elements of the training. To ensure continued learning and success, you will also be appointed a Territory Manager who will provide ongoing support and business advices via regular face to face meetings.

Key staff members including chefs and baristas will also undergo a Training and learning review, with the duration dependent upon their role. Any new key staff member must also be trained and reviewed to the Beans République standards and training frameworks.

# How do I join the Team?

Owning your own business and becoming your own boss is a life changing decision that requires thorough investigation and careful consideration. Beans Republic has created a step by step process so that you have an opportunity to understand all aspects of Beans Republic prior to you joining our winning team.

## **STEP 1**

**Go home and think about what you have just learnt.**

Questions you should ask yourself are;

- Am I motivated to be my own boss?
- Am I prepared to have an active role in my business?
- Am I prepared to follow the proven franchise system?
- Do I think both myself and the team I lead could deliver the 'Good Times' philosophy?

We suggest you write down all your questions in readiness for Step 2



# *How do I join the Team?*

## **STEP 3**

### **A day in the cafe**

‘A day in a café’ gives you an opportunity to work with the franchisor in one of the Beans République café’s.

- You will get an understanding of what it’s like to run a Beans République café.
- You will see first hand how we ‘serve up good times’ to our customers
- How our Staff interact with both the customers and themselves.
- You should be actively asking questions throughout the day

# How do I join the Team?

## STEP 4

### Putting it all together

- A deposit is required at this point. This deposit is refundable excluding any reasonable costs incurred.
  - A site is located and mutually agreed upon
  - A Fit out plan is developed to align with the Beans Republic styling and costings determined.
  - You will receive the Beans Republic Disclosure Statement and Draft Franchisee Agreement for your review.
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# *How do I join the Team?*

## **STEP 5**

### **Putting it all together**

- The Franchise Agreement is signed
- 80% of the total franchise and fit out costs become payable
- Construction commences on your very own business
- Both your training and the training of your key staff commences

# How do I join the Team?

## STEP 6

### You have become your Own Boss

- Enjoy growing your amazing investment
- You will have the support of your Beans Republic business coach every step of the way
- Start serving up 'Good times' to each and every one of your customers.



# Financial information

## Business Purchase Price

Beans Republic franchises range in price between **\$181,000 and \$455,500 Ex GST**. It's important to note that fit out costs depend heavily on the size and scope of your Café but this price is determined prior to you joining the team.

The total business price is made up of the following costs;

- Franchise and system purchase
- Café Fit-out Costs (This price is dependent on the size and scope of fit out work)
- Document/Legal Fees
- Startup costs which includes Staff training and initial stock purchase
- Registration, licenses and permits
- Government fees and charges
- Insurance

## Ongoing Franchise Fee

Beans Republic is offering an introductory Franchise fee for those first few franchisees that join the Beans team which is detailed below;

**Option 1- 5.8% of the gross sales or \$1400 (Plus GST) per month whatever the greater**

**Option 2- 3.8% of gross sales if the franchisee purchases a minimum of \$3000 (Plus GST) worth of stock from the franchisor during the current month.**

