



Latte Cartelle is the simple business concept that's an absolute hit!

Becoming a franchise partner means making the most of this proven business model with high profit margins. This is the perfect time to get on board with Latte Cartelle. We're the local experts with six years of success behind us and big plans to expand in an industry set to keep on growing.

What is Latte Cartelle?

Latte Cartelle is the drive-thru choice for coffee lovers on the go. We have highly skilled baristas, a delicious range of food and drinks and, of course, our Latte Cartelle Signature Blend coffee. In fact the only thing missing from a café experience is the café.

The first Latte Cartelle was launched in the Melbourne suburb of Elsternwick in 2004, and was such a runaway success that we soon opened our second store. Since 2009 we have opened two more stores including our first franchise site, with new sites set to open around Australia.

We're obviously doing something right with so many of our customers returning at least once a day to get their coffee prepared just the way they like it. It's a perfect example of successful repeat business.

What can I expect when I'm a franchise partner?

You will be part of a dynamic and energetic company, supported by a team that is committed to an ongoing and profitable business partnership.

You will be working with an experienced franchisor who will give you extensive training as well as ongoing operational and marketing support to help you grow your business. You will also have:

- Products delivered directly to your site
- Comprehensive operations and business manuals
- An easy to follow sales and marketing guide
- Proven retail systems and work practices
- A rewarding work environment where you will be with happy staff and customers

Full training is conducted over two weeks at our Head Office, with full support in-store for your opening week. You will complete the Latte Cartelle Barista Training Course, along with all the management and necessary food handling requirements.

Regular ongoing support and guidance in all aspects of your business is provided by our key staff. Frequent field visits will assist you with maintaining high standards and operational excellence.

What experience do I need?

You don't need any experience in the coffee industry to become a franchise owner. You only need the desire to succeed.

Latte Cartelle is seeking franchise owners with:

- Some retail or sales experience
- A proven track record of personal success
- A mature and commercially savvy awareness
- Enthusiasm for the franchise network and for brand growth
- A willingness to work hard with full family support
- An understanding of the need to follow proven systems



What does the process involve?

First you need to do your due diligence, research the market and speak with your financial and legal advisors. Next, send us a signed Enquiry and Confidentiality Agreement, which is available on our website, www.lattecartelle.com.au. From here we will be in contact and organise a time to meet with you.

What is the cost?

- An initial franchise fee of \$30,000 for a five-year term with four further five-year options.
- A Latte Cartelle store fit-out with equipment is estimated at \$180,000 to \$200,000 subject to location. A full schedule of costs will be provided.
- An additional \$2000 is required for a dynamic advertising campaign for your store's launch, which is spent entirely in your territory before opening day.
- There is an ongoing franchise service fee of 7% of gross turnover, which covers your continued support, training and business development.
- There is an ongoing marketing levy of 3% of gross turnover, which is initially a local area spend. This means your money goes directly into marketing your business in your area. In the future a group fund may be established.

To find out more about the Latte Cartelle franchise, please call **1300 78 33 42** or email info@lattecartelle.com.au

