



*Like to come in for a coffee?*

## Coffee Machine Express – profit from Australia’s love of coffee

In the last ten years coffee consumption has grown 65%. Australians now drink over one billion cups of coffee a year - and many of those coffees are drunk at work. Or, more correctly, they are drunk by people who should be at work but are in a cafe instead, a fact that has helped Coffee Machine Express develop a very successful business.

As bosses across the nation call time on unofficial coffee breaks, they’ve turned to Coffee Machine Express to keep their staff happy.

We sell and support quality in house coffee machines so Australian workers can enjoy the lattes and cappuccinos they love - at their desk.

This ‘in office’ quality coffee market is booming - it’s Australia’s fastest growing coffee market. The potential for further growth is substantial as is our franchising opportunity.

## A business idea that makes money as well as great coffee

Over the last five years Coffee Machine Express has developed a profitable system of supplying quality coffee machines and support to Australian businesses, large and small.

The emphasis is on quality - because this is where the demand and the profit lies. A mug of ‘instant’ simply doesn’t cut it these days - businesses want the ability to make great tasting coffee. It looks good with clients and it builds staff morale.

## So, what’s brewing at Coffee Machine Express?

There are over 300,000 offices in Australia with more than 5 employees and all are potential customers of Coffee Machine Express. To service this growing market Coffee Machine Express has exclusive Australasian rights to sell European high-end coffee machines, cafe quality coffee and the high margin consumables that go into making really good coffee.



## The Coffee Machine Express business model

Here’s a very brief outline of our business model - as you can see there are a number of opportunities to generate profit and regular income.

- Develop business prospects who want quality ‘in office’ coffee machines
- Sell CME exclusive high-end, high margin coffee machines to these prospects
- Train the customer’s staff in how to use and maintain the machines and make their own quality coffees
- Supply coffee and coffee making consumables on a regular basis
- Service machines already installed in businesses

## Why the CME idea works

For most businesses, having a quality coffee machine in the office kitchen or on reception is a relatively small outlay that offers a big pay back - a smarter, friendlier workplace and improved staff morale. In fact, when businesses are looking to manage costs and improve efficiency, a smart new cappuccino machine is exactly what the accountant ordered.

## The sweet smell of success

Nothing beats the smell of freshly made coffee, except maybe the sweet smell of success. Coffee Machine Express has built its success on providing quality machines and great service. We don’t actually make the coffees but we provide everything people need to set up their own office cafe. This means a strong focus on great service - our goal is to keep customers for the long term.

## Long term returns and value

This is not a hit and run business - over the long term our franchisees make more money from supporting the machines they sell than they do from selling them. As a franchise builds its installed machine base, that repeat business builds into a very profitable and long term income.

## What does a CME Franchise owner get?

- A large, exclusive territory
- Access to exclusive products
- Sales materials and product knowledge
- Lead generation systems
- Ongoing training and support

## What makes a successful CME Franchisee?

Most importantly you need to have a love of coffee and a strong customer focus. Although you don’t actually make the coffees you’ll want to learn how to make a ‘barista’ quality cup of coffee and develop a deep appreciation for the techniques of making great coffee.

You also need to understand that when you own a franchise you’re running your own business. You need to enjoy meeting people, be self motivated and have a desire to get ahead. You also need

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to be happy working as part of a team to ensure your success. As part of our recruitment process we'll spend some time getting to know each other and we ask you to complete a simple questionnaire. This assists us in determining whether you would be suitable as a Coffee Machine Express franchise owner.

## Why is a Franchise better than going out on my own?

There's no need to spend years learning what we have already established. Coffee Machine Express offers you immediate access to quality products through exclusive agreements and the means to promote them. Independent surveys show franchise owners have a much better success-rate than go it alone businesses. More than nine out of ten franchisees are still in operation after five years.

## How do I get started?

You need to thoroughly research our offer and check the potential market in your chosen area. You also need to follow our recruitment process. To start with we will supply:

- An application form
- A Confidentiality Undertaking
- A "Stages of Entry" form detailing the entire process
- A Franchise Start Up Investment Estimate

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## Commonly asked questions about owning a Coffee Machine Express Franchise:

**Q. What is the cost of setting up a Franchise?**

**A.** A Coffee Machine Express franchise costs around \$70,000. Should we have customers already in your territory you can also purchase these customers at an agreed value.

**Q. What does the setup cost include?**

**A.** There is an Initial Franchise Fee of \$20,000 for the rights to our Intellectual Property, a Training Fee of \$10,000 and your opening promotional expenditure of \$5,000. Franchisees also need to purchase display machines and initial stock worth around \$10,000.

**Q. Are there any additional set up costs?**

**A.** We do require you to have additional working capital to allow you to draw a wage while setting up the business. This amount varies dependant on your needs and you will also need to spend initial funds on some business advice.

**Q. Are there any other ongoing costs?**

**A.** Apart from the Initial Franchise Fee and setup costs your only ongoing contribution is towards a Marketing Services Fee. This consists of 3% of your gross turn-over.

**Q. What is the ongoing Franchise Fee?**

**A.** Coffee Machine Express charges no ongoing fee or royalty.

**Q. How long is The Franchise Agreement for?**

**A.** The term of the Franchise Agreement is for 5 years initially with the option of a subsequent 5 year term. Our aim is to establish a long term relationship with our Franchise Owners.

**Q. Where will my business be?**

**A.** Territory selection will be based on where you live and the number of businesses in your area. You and the Franchisor will determine the appropriate territory as part of the Franchise Agreement.

**Q. Will I be trained?**

**A.** Your training is vital to the success of your business. We place great emphasis on making sure our Franchise Owners are well trained. Our training program is designed specifically to supply product knowledge and to overcome any lack of experience you may have with selling techniques. The business is designed to be a simple operation with regular ongoing support.

**Q. What about advertising?**

**A.** Coffee Machine Express's marketing personnel provide marketing support so that a consistent branding of the business can be maintained.

**Q. What are the operating costs and returns?**

**A.** The Franchisor will provide basic information for you to prepare your own financial analysis and a business plan. Subsequently we will both prepare estimates of the start-up expenses and stock required.

**Q. What type of people are you looking for?**

**A.** We are looking for individuals with ambition, initiative & integrity. Good personal communication skills, strong client relationship skills, and the ability to organise your day to day activities are necessary.



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