



Facts and...

Frequently Asked

Questions





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## Who and what is Ferguson Plarre?

The Ferguson Plarre bakery franchise model delivers a tried & trusted approach to one of the world's oldest & most loved food options – “the bakery”. Ferguson Plarre is famous for its award winning cakes & savouries. The Ferguson Plarre bakery cafe franchise concept is based on simplicity whereby the freshly baked delicious product is delivered daily to the store, so the operator can concentrate on an equally important ingredient `serving the customer’.

Ferguson Plarre has operated throughout Melbourne & Victoria since 1901 when Eliza Ferguson passed her pastry cook, wedding & birthday cake business to her sons Percy & James, beginning the recipe for future success. To this day the company remains 100% Australian family owned & operated.

Currently with 54 stores, the Ferguson Plarre Bakehouses franchise story continues to build momentum. The immediately recognisable brand enjoys enormous goodwill with a wide range of customers, and delivers a perception of tradition, trust, reliability, highest quality, true value, and with new tastes and products introduced constantly, innovation and excitement.

Ferguson Plarre is a 7 day a week business opportunity. The Ferguson Plarre experience encompasses the traditions & tastes of the past whilst serving the future. Each store is designed to meet the highest standards and is designed to create a friendly and hospitable environment. Ferguson Plarre stores cater for wide range of occasions, whether it be a casual coffee with cupcake in a pleasant cafe environment, to home meal replacement, to quick and affordable lunches, to multi tiered decorated wedding cakes.

The Ferguson Plarre Bakehouses franchise comes with 110 years of family run business success experience. The business model is fixed on commercial viability, brand & image awareness, amazing taste & quality. The company focus is to deliver an exceptional business opportunity to the franchisee whilst providing a consistent & enjoyable experience to the customer. The daily morning delivery of freshly baked product presents a straightforward business solution focused on customer service.

Ferguson Plarre stresses the need to maintain the highest of standards across all its stores focusing on culture, customer service, modern design, recognisable brand and product of the highest quality.

Ferguson Plarre Bakehouses is looking to add another 25 stores in Melbourne / Victoria to be a 75+ stores strong group by the end of 2014, before launching the brand into other states of Australia.



## Why would I invest in Ferguson Plarre?

- Ferguson Plarre stores enjoy a remarkable track record of success – some stores have been established for well over 20 years and the networks average revenues surprise many
- Ferguson Plarre does not charge franchise fees, royalties or advertising fund contributions
- Ferguson Plarres simple no cooking operation means that space is not wasted on a kitchen, and rents can be comparably lower. Similarly, no kitchen means no costly and expensive kitchen equipment or kitchen fit out.
- The start up cost of a Ferguson Plarre is substantially lower than most food franchises and therefore the return on investment can be considerably shorter
- The Ferguson Plarre Financial model (Cost of Food + Cost of Labour + Franchise Fees) is superior to most franchise offers

## What franchise opportunities are currently available?

We have several sites available immediately

We have target areas in which we are actively searching for suitable sites

We have several existing stores currently for sale

See the attached “franchise opportunities now available” list

## How is a site for a store selected?

- Ferguson Plarre utilises both its years of experience in selecting sites and negotiation of commercial leases and a sophisticated Site Assessment process. For new trade areas, franchisees assist in the search for suitable sites but the Site Assessment process is always conducted prior to a lease being approved
- In the majority of cases Ferguson Plarre will hold the head lease and sub lease to a franchisee. This policy means that lease risk is essentially shared and strong lease negotiation and assessment benefits both franchisor and franchisee



## How much does the franchise cost?

Typically a new store investment will range from \$170,000 to \$250,000.

- In addition to this establishment cost franchisees must provide a security bond of \$30,000 which secures both the lease bond, first month's rent, and product purchases from Ferguson Plarre.

What other costs am I likely to incur?

- For a new store a franchisee will also need working capital of approximately \$5,000 to \$10,000 to fund legal costs, accountancy costs and permit costs.

## What fees are payable to Ferguson Plarre?

Ferguson Plarre does not currently charge any initial franchise fee, training fee or any other Franchise establishment fees. Nor does Ferguson Plarre charge any royalties or advertising fund contributions. The Ferguson Plarre model is based on a simple, mutually beneficial wholesale product purchasing arrangement.

## How much money can I make as a Ferguson Plarre franchisee?

We require all new franchisees to complete a Business Plan so that you can answer that question for yourself. We provide forecasting tools and current system financial benchmarks to allow you to make a reasonable and informed self assessment of your future earnings.

## How can you finance your business?

We have an established relationship with several of the major banks. We can also introduce you to specialist business finance brokers who can assist. Our business plan and forecasting process allows you to provide accurate information to banks when making a submission for business finance



## How long is the process to become a franchisee and what do I have to do ?

- The Franchise process can take as little as 8 weeks, new store fit out and construction will typically take 4 – 6 weeks.
- First we ask that you complete a brief Expression of Interest form to provide some background on yourself.
- We then meet and interview you.
- If you wish to proceed we will ask that you complete a formal application form.
- If your formal application is approved we will provide a comprehensive disclosure document.
- If you wish to proceed we will meet with you again, clearly identify the opportunity you wish to pursue and provide you with our Business Plan documentation to access the opportunity.
- If your business plan is approved, and you wish to proceed we complete the formal Franchise documentation, and commence developing your new store and arranging your training.

## What training do I get?

We provide 4 weeks training and an additional 2 weeks in store support in your new franchise. The training must be completed by the franchisee or a nominated Responsible Manager.



## Do I need to have experience?

No you do not need previous food or hospitality experience

You must however have the following attributes:

- You must be prepared to learn.
- You must enjoy serving customers.
- You must be enthusiastic and energetic.
- You must have good communication skills.
- You must have high personal presentation and hygiene standards.
- You must be able to lead staff.
- You must be mature and professional.
- You must have reasonable business acumen and some skills in how to administer a small business.

## How much time would I need to commit?

Ferguson Plarre stores can be operated under Responsible Management and we encourage multi store ownership.

We do encourage all franchisees to become competent in the skills and knowledge required for the day to day management of their business and this is best achieved by working in the store for some period of time.

Some of our most successful franchisees work in their store full time.

## What's the next step?

Please Complete and return the attached Expression of Interest Form