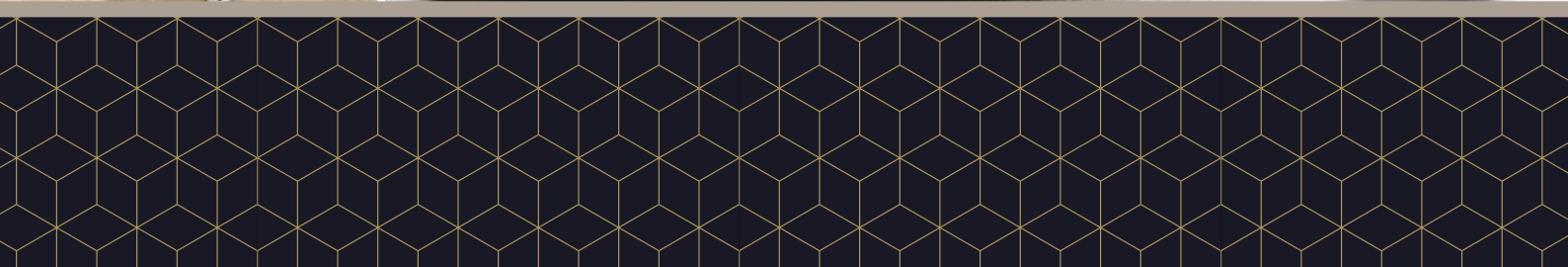




# DEGANI™





# MyDEGANI

YOU'VE FOUND THE ONE  
YOU'VE BEEN LOOKING FOR!

Let me guess, you've been on the hunt for a business opportunity that will ensure success and give you the flexibility to be your own boss. Degani is the one franchise that works with you and supports you in your journey.

We have two key goals,

**Help our franchisees run successful  
businesses**

**& make our customers happy**

And really, the two are synonymous and dependent upon each other. We are passionate about working with good people to create something special.

We are Australian owned and operated, have flexible entry costs, proven operating systems and we support you the whole way with training & marketing. Degani is an affordable business opportunity where we are always right beside you.

Now let's show you the powerful difference that will make your business unique and successful:

## MyMENU

Every Degani menu is unique, providing a locally tailored solution to amplify your profitability.

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## MySUPPORT

We have the system to help you grow and help you to adapt to changing market demands.

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## MyDESIGN

Each location is tailor built to be welcoming and on trend while also prioritising ergonomics & work flow.

## MyCULTURE

You, the franchisee, are the unique element that connects your business with your local community.



**126,000**

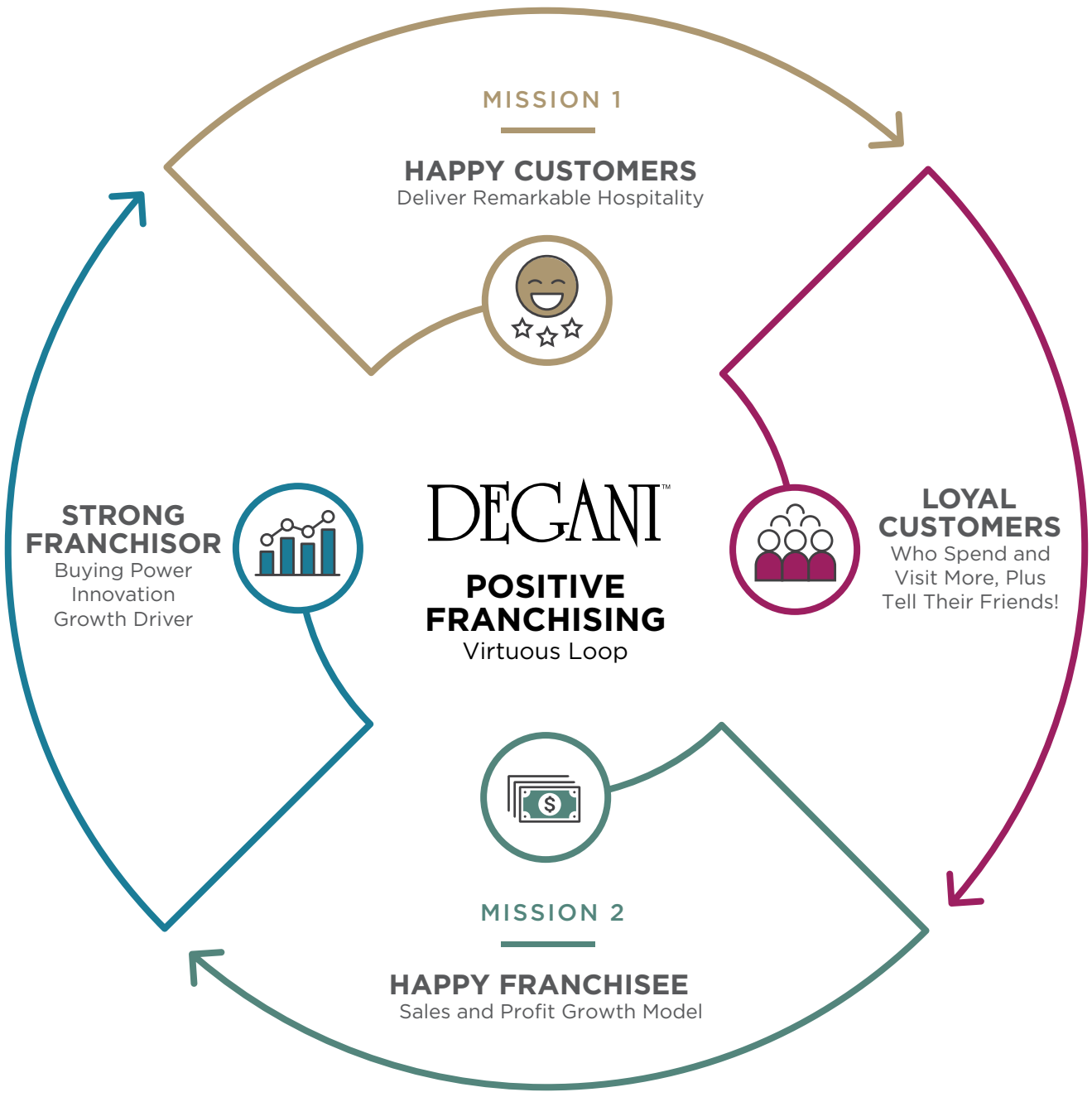
COFFEES SOLD EACH WEEK

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**8.25%**

YEAR ON YEAR  
SAME STORE SALES GROWTH





**MISSION 1**

**HAPPY CUSTOMERS**  
Deliver Remarkable Hospitality



**LOYAL CUSTOMERS**  
Who Spend and Visit More, Plus Tell Their Friends!



**DEGANI™**  
**POSITIVE FRANCHISING**  
Virtuous Loop

**MISSION 2**

**HAPPY FRANCHISEE**  
Sales and Profit Growth Model



**STRONG FRANCHISOR**  
Buying Power  
Innovation  
Growth Driver



# The Degani **DIFFERENCE**

RECENT EVENTS IN HOSPITALITY FRANCHISING HAS HIGHLIGHTED WHY WE ARE DIFFERENT. WE WORK IN PARTNERSHIP WITH YOU TO HELP YOUR BUSINESS GROW. OUR FOCUS IS THE CUSTOMER AND OUR FRANCHISEES.



## My **MENU**

You can create your own menu unique to you, incorporating your heritage, personality and local trends. Your Business Development Manager will work with you to create that special menu that will meet the needs of your demographic and amplify your profitability. We only use the freshest food from trusted suppliers which takes out the guess work and hassle. You can be sure you are getting the best cost of goods with group buying power.

## My **DESIGN**

Our bespoke store design is welcoming, on trend and attractive. Each new store is architecturally designed to suit the space and your style. Together we take into careful consideration the work flow and ergonomics for your staff to maximize efficiency. Our Degani café's are designed to be unique and with 20 years of experience we help maximize the floor space for optimal seating numbers.



## My SUPPORT

Here, you're in business 'for yourself' but not 'by yourself'. We are with you the whole way. Your support crew are experts in the hospitality industry. As a franchisee you have the advantage of sidestepping the pitfalls entrepreneurs usually hit when starting a business. We have proven systems, we invest in you and your training from day one. The Degani team are always available to help with staff, supplies or marketing, whatever it is that you need so you can just get on with making the 'dough'.

## My CULTURE

We operate as a family, we are supportive and positive and our franchisees are too. Many of our café's are run by families, they support their staff, get involved in their community and love to make a connection with their customers. For our customers we want our café's to be their local, the place they go to celebrate milestone events, weekly with the family, daily for their coffee fix. Our customers come because they **love** the coffee, the food and the service. They feel at home with us.

# So Much Choice

OUR FLEXIBLE RANGE OF OPTIONS

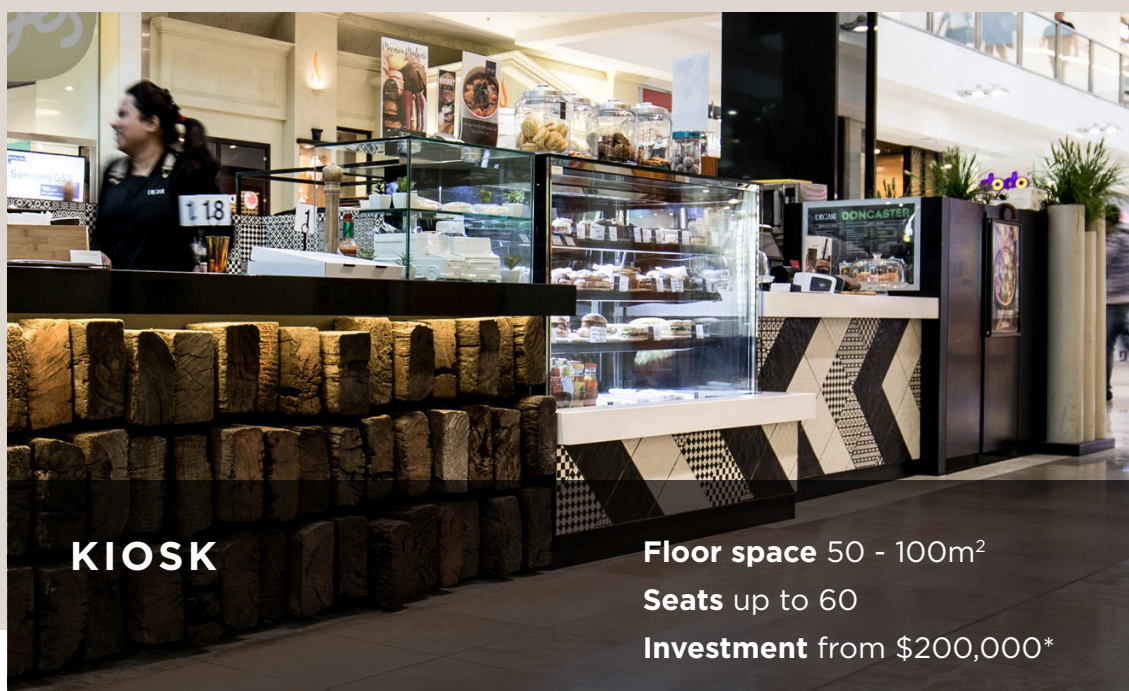


**CAFE**

**Floor space** 120 - 200m<sup>2</sup>

**Seats** up to 130

**Investment** from \$250,000\*



**KIOSK**

**Floor space** 50 - 100m<sup>2</sup>

**Seats** up to 60

**Investment** from \$200,000\*



If you like the look of a Degani franchise, then you will be delighted to see how many options we have for you. You can choose between a Kiosk, Café, Restaurant and now we do Express Drive Thru. With varying levels of investment for each option we can help you choose a location that will fit with your lifestyle and budget.



## **RESTAURANT**

**Floor space** 200m<sup>2</sup> +

**Seats** from 130+

**Investment** from \$400,000\*

# Performance

COMPANY WIDE



\$12<sup>35</sup>

ATV

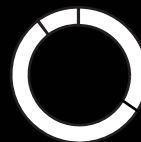
\$17,374



AVE WEEKLY GROSS SALES

1399 

CUSTOMERS  
PER WEEK  
PER STORE



60% FOOD  
31% COFFEE  
9% BEVERAGE



1700 *kg*

COFFEE SOLD/WEEK

+8.25%

SAME STORE  
SALES  
GROWTH

# The Process

## 7 STEPS TO LAUNCHING YOUR SUCCESSFUL BUSINESS

We are excited to have you on board, let us guide you through the process.



### ENQUIRY

After registering your interest, we will contact you to discuss the procedure in moving forward. A Deed of Confidentiality is required to allow us to share with you details on the opportunities available.



### MEET UP

Once we receive your signed Deed of Confidentiality, we will call you and arrange a time to meet to answer your questions and get to know you.



### HOMEWORK

We will provide you with details on your preferred business option and we will ask for more information about you, so that we can both do our homework. We recommend you seek professional financial and legal advice and to talk to, or work with other Degani Franchisees.



### PRE-APPROVAL

At this point we will request a business plan and get you complete a personality review to assess your suitability.



### TRAINING

As the franchisee and business owner you will undergo a minimum of 4 weeks of training with our Degani Operations Trainer and Business Development Manager. They will help you select and train your team and set your business up for success.



### BUILDING

Now a site is selected, the next step is to negotiate & sign a lease. We then issue you with a Franchise Disclosure and documentation to sign off on. Then we can get started on the fun stuff - the store design - where you can see your dream come to life with the fit-out.



### OPENING

So it is now opening day. Congratulations! Your Business development manager will now work with you in store through the opening weeks as you learn your business and begin to grow.



### SUPPORT

Once established, your Degani Team will continue to coach you to increase profitability by focusing on attracting new customers and delivering first rate quality, service and cleanliness.

