



skewerz
KEBABZ

FRANCHISE INFORMATION

Skewerz

KEBABZ



THE FUTURE OF FAST FOOD ON A STICK!

Hungry to work in the retail food industry?

Seeking a proven innovative and rewarding business?

Enjoy working at the 'sharp end' of the operation?

Pinning down a business opportunity that satisfies all of these questions can be difficult. A Skewerz franchise has the perfect solution all wrapped up!

Skewerz is Australia's fastest growing and most innovative retail kebab brand. A relative newcomer to the Australian fast-food landscape, Skewerz is making rapid inroads into the food courts of Australia with a refreshing new take on the traditional kebab.

Skewerz has a simple business strategy. Take the ever-popular traditional Mediterranean-style skewer and kebab and adapt them to suit the wants and needs of every-day Australians.

The contemporary Skewerz menu ticks all the boxes for modern Australian food court dining. Skewerz meals and snacks are fresh, fast and flavoursome. The typical menu item is also low in saturated fats, processed sugars and salt so choosing Skewerz will also represent a healthier choice than most options in a food court.

This revolutionary menu strategy provides a Skewerz franchise owner with a significantly broader target market than a typical kebab store. The menu, combined with a fresh, bright contemporary retail store design insures that Skewerz commands attention in any retail environment.

Skewerz boasts a strong retail presence, a unique positioning and a proven business model. The only ingredient missing from this perfect franchise opportunity is you!

Skewerz is expanding rapidly. There are currently opportunities to secure premium Skewerz store sites nation-wide but these sites are going fast! If you are considering a new business venture in the retail food category, be assured that you will not be taking this journey alone.

Skewerz is backed by food franchise experts Aktiv Brands. Aktiv Brands have been successfully building and managing food franchise businesses for over 15 years. Aktiv Brands have been recognised by both industry and awarded by the FCA for their best practice systems and support, and this promises you the very best business mentoring and support available.

Does this whet your appetite? Read the following to discover whether becoming a Skewerz franchise partner is for you.



A TEMPTING BUSINESS OPPORTUNITY

What is it that makes a Skewerz franchise such a standout investment? Here's a taste...

Skewerz is an innovative and exciting concept in food court dining. But its value as a business is based on a carefully considered positioning strategy and a cost-effective business operations model.

Universal Appeal:

Mediterranean-style food (and kebabs in particular) are firm favourites when it comes to fast food options in Australia. Popular with young and old, kebabs are recognised as the ultimate customisable convenience food.

Stand Out Presence:

A Skewerz store is difficult to ignore. Skewerz has been designed to stand out from its competitors in a crowded food court environment. Bright, friendly colours, a high quality menu presentation and a stylish contemporary design guarantees a Skewerz store stands out from the pack!

Skewerz

Take it away...!

Portability is increasingly becoming a key requirement for customers in food courts. People are busy, and having increasing demands put on their time. A developing behavioural trend in food courts is that customers are seeking food which will allow them to eat on-the-go and continue shopping. All of Skewerz tasty menu is portable and can be comfortably consumed on the move!

More than Kebabs:

Skewerz is much, much more than just an everyday kebab shop. The Skewerz concept is expanding from its traditional Mediterranean base to providing products aligning to the emerging 'street food' phenomenon, and a healthier option than the majority of a typical food court fare.

We Know Who Your Friends Are!

Skewerz stores have a powerful customer loyalty program designed to recognise and reward its customers. 'Friends with Benefits' issues customers with a points every time a purchase is made, which can then be redeemed for menu items on a subsequent visit. 'Friends with Benefits' customers represent some of our most profitable – and we talk to them regularly!



SKEWERZ RECIPE FOR SUCCESSFUL GROWTH

'People' are our most important ingredient.

Skewerz is expanding, and we're inviting enthusiastic partners to share in our continued success.

We're looking for ambitious and passionate people who are looking to commit themselves to the brand and their business, and who believe that they can create a positive future for themselves from focus and hard work.

Most of all we're looking for individuals who don't just want to 'buy into a business'. We are looking for partners who we can share both our vision of a business built on quality and customer satisfaction, and the rewards of sustainable business growth.

To be a part of the mix, you need to have the following essential ingredients:

A Positive Attitude

- Individuals who are motivated, open to change and future focused.
- Willing to embrace and live the brand's values of respect, authenticity and generosity.

Enthusiasm to Learn and Grow

- Willing to engage in a process of ongoing training and development

Realistic Expectations

- Ability to assess a business opportunity dispassionately
- Understand the personal, time and material contributions required to achieve success.

Capital Capabilities

- The financial resources to invest and support a start-up business's cash flow in its formative stages.

Does this whet your appetite? Yes?

Let's talk and discuss our franchising opportunities with you.

Let's start by filling in a few of the following details in the 'Expression of Interest' form found later in this pack, or on-line at www.aktivbrands.com/franchising and we'll be in touch shortly.



WILL YOU MAKE THE CUT?

The steps to become a franchisee partner with Skewerz are a bit like preparing a meal. It's important what order things occur in!

To keep things simple, we've developed a step-by-step 'recipe' that will give you an idea of what is required, how long it should take, and what comes next.

Think of it as a 'taste test' for the business where we can both sample the goods.

1. PAY US A VISIT

Do some research and visit our store/s. Try our products and experience our service. Put yourself in the picture, and ask yourself whether you could see yourself involved.



2. TAKE THE TASTE TEST

Dip your finger in. Talk to our customers, suppliers and assess our performance



3. MAKE A LIST

Confirm your interest. Fill in and submit our simple Expression of Interest form (or complete it online) and we'll send you some more information about the business, the product, the people, and the process. We will review your Expression of Interest and assess your initial suitability.



4. CHECK THE MIX (MEET IN PERSON)

If we like what we see, we'll contact you to arrange a meet and greet. This gives us both a chance to get to digest additional information and to discuss opportunities and suitability. We may extend an invite to you to meet some of our franchisees and work in one of our stores for a day.

5. COMBINE THE INGREDIENTS

Complimentary Ingredients! If things seem to be coming together nicely we're able to provide you with full disclosure documentation. This outlines all costs and requirements of owning your own Skewerz store.

6. TIME

You have time to carefully digest the information in the Disclosure document. You should obtain the advice of legal, financial and business professionals, and ask any further questions you need.

7. TURN UP THE HEAT...

Sign on the dotted line! A franchise fee is paid upon signing the Franchising Agreement. You will then be a Skewerz franchise partner, and part of the Aktiv Brands family.

8. COOKING WITH GAS!

The contract is signed, a location is sourced, and your brand new store starts to take shape. While the store is busy being built you are taken under the wing of our operations team and you are taught everything there is to know about operations procedures, running a successful store and maximising your business opportunity.

9. NOW SERVING

Your store opens and the real fun begins! From day one, our operations team will be by your side, conducting on-the-job training and providing operational guidance to ensure the launch of your new store is a complete success!





HAVE SOME QUESTIONS?

We're glad you asked...

After successfully running Skewerz for over three years we think we have all the answers! If the answer to your question isn't below, it won't be far way. Just ask us.

Q. What are the core skills I need to become a Successful Skewerz Franchise Partner?

A. Energy, enthusiasm and dedication to your business and to the Skewerz brand values. A willingness to work hard at building your business, and following the proven business model that Skewerz have perfected over the past fourteen years.

Retail management or food service experience is desirable, but not essential. The comprehensive training that you will receive will equip you with all the knowledge and skills required for operating your own Skewerz franchise.

Q. What is the initial Investment?

A. The cost of a Skewerz franchise varies from project to project and depends on the individual store requirements. Generally complete franchises cost between \$150,000 - \$400,000.

This initial investment comprises of the franchise fee, intellectual property, store design, fixtures & fittings, equipment, operating systems and all training.

Q. What are the ongoing Costs?

A. All Franchise Partners are levied a Franchise Fee of 8% of net sales. This includes marketing, IT and operational support.

Q. What is a Franchise Agreement and what is the term?

A. The Franchise Agreement is awarded to qualified candidates and it is a legally binding contract between franchisee and franchisor. The Agreement will outline the way in which your franchised outlet will work within the Skewerz franchise system and has an initial term of 5 + 5 years.

Q. How long will it take to open my Skewerz store?

A. Franchisees typically open their Skewerz store within 14 weeks after signing the Franchise Agreement. Certain factors may affect the length of time required to open your store. These factors include locating and securing a satisfactory site, obtaining adequate financing to complete necessary construction or remodeling and obtaining necessary ordinance and or building code permits, licensing and approvals.

Q. What training and support will I get?

A. The owner-operator is provided with 1 week of classroom-based training at Skewerz's Support Office, followed by 2 weeks of in-store operational training. We assist the franchisee and his/her management team with hiring and provide a "hands-on" support team for the period prior to opening, to post-opening operations support.

Q. Do franchisees have to work in the store?

A. As part of the award-winning franchise model at Skewerz, we do expect franchisees to actively work in their stores. Our experience demonstrates that stores become more successful when franchisees are active in the day to day running of their business.

YOU'RE GETTING WARM...

Warming to the idea of becoming a franchise partner?

Time to introduce Skewerz next hot prospect... YOU!

We are actively seeking brilliant Franchise Partners to join Skewerz and the Aktiv Brands family. With a proven model developed over our 14 years history and a solid strategy in place the future is looking bright!

We are currently seeking expressions of interest for new sites across Australia. There are also limited opportunities available for purchase of existing businesses.

Please complete the form on the opposite page if you are interested in learning more about these opportunities.



BUT DON'T JUST TAKE OUR WORD FOR IT...

Becoming an Aktiv Franchise Partner is like joining a family.

One of the reasons we decided on a franchise with Aktiv Brands was the tremendous support we received from the entire team at Head Office.

However, the support and training in preparation for our opening paled in comparison with the way the engine roared into gear once we opened our new store in Townsville!

We found everyone to be extremely helpful and excited about our new store. Everyone knew exactly what was required to get us up and running, and how to make sure we continued to grow, even once the training wheels were taken off.

The ongoing support is fantastic, and no request – big or small - is too ridiculous for them to address. We absolutely love the Skewerz brand and are stoked to be a part of the Aktiv Brands family.

- Andy May - Skewerz Townsville Franchisee



 **AKTIVBRANDS**

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Developing leading franchise systems since 1999

Aktiv Brands Pty Ltd is a leading Australian retail food brand developer and manager. Along with Skewerz, Aktiv Brands is also home to Bucking Bull.

Instead of taking the route of rapid growth, which has proven to cause serious problems for many other franchise groups, Aktiv Brands has invested considerable time and resources in building solid foundations first. We have always believed that success results from a high level of integrity in business and this filters through to every brand in the portfolio. We focus zealously on win-win partnerships for all, or we're not interested.

Aktiv Brands is dedicated to providing our franchisees with first class support and business education and equipping them with the tools to grow and prosper their business, now and into the future.

Formed in 1999 with the development of Skewerz, the Aktiv Brands portfolio now boasts almost 50 stores and is continuing to expand throughout Australia.

Industry Awards & Commendations:

- **Ranked #9 Top Franchise Awards 2012**
- **Listed in BRW's Fast Franchise List in 2012**
- **Listed in BRW's Fast Franchise List in 2011**
- **Listed in BRW's Fast Franchise List in 2010**
- **DC Strategy Leading Franchisor Award 2009**



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