



Jas my Waffles

Franchise Information Pack

Franchise Opportunity



Jas my Waffles has been operating successfully in its foundation store at Rooty Hill for over 2 years. Strong customer feedback and many enquiries about franchising motivated the owners into developing a franchise system in conjunction with Franchise Systems Group, a leading franchise consultancy firm.

This has now been developed to a point where we are looking for the right people to share the vision and drive of the owners and become foundation franchisees.

Franchising is a key sector of small business and has grown throughout the world over the past 20 years. Franchisees that follow the system provide a high level of service to customers and maintain a better control over operating expenses, leading to greater profitability.

Prospective Franchisees must have a genuine desire to provide the best service to customers, be committed to following the **Jas my Waffles** system and enjoy being an integral part of a growing, dedicated and dynamic team whilst building their own future.

The **Jas my Waffles** franchise system provides franchisees with:-

- A unique product, the first of its kind in Australia
- Brand recognition and prestige
- Comprehensive initial training and ongoing guidance and support
- A proven business system and ongoing innovation
- Market acceptance



Why franchise?

Some key features and the benefits associated with the **Jas my Waffles** opportunity are:

Features	Franchise Owner Benefits
Industry Expertise <ul style="list-style-type: none"> • Proven and Successful Business System • Specialised Training and Induction • Operational Support 	<ul style="list-style-type: none"> • Reduced risk of failure • Faster start up • Gain the knowledge to run a successful business
Group marketing activities <ul style="list-style-type: none"> • State Wide Marketing • Local Area Marketing • Powerful Website • PR Activity • Social Media 	<ul style="list-style-type: none"> • Customer and business growth • Increased local awareness • Generate 'loyalty' customers • Creates awareness of our unique products • Continual activity on Facebook, Twitter etc.
Intellectual Property <ul style="list-style-type: none"> • Name and Logos • Market Recognition and Goodwill • Business Format Franchise System • Advertising Formats • Business Systems and Market Knowledge 	<ul style="list-style-type: none"> • Stature in community • Instant brand recognition • Valuable business identity • Local marketing ideas provided • Instant feedback on performance
Documentation <ul style="list-style-type: none"> • Franchise Operations Manual • Franchise Audit Programme • Business System 	<ul style="list-style-type: none"> • Documented systems ensuring consistency • Continual improvement • Simple, user-friendly process
Franchisee Support <ul style="list-style-type: none"> • Field Visits • Regular Reviews • Training and Assessment 	<ul style="list-style-type: none"> • A strong network • Access to quality advice • Franchisee and staff development
Exclusive Quality Products	<ul style="list-style-type: none"> • Repeat business • Referrals • High customer satisfaction



Your Investment

The initial investment in your **Jas my Waffles** franchise depends on the location of the franchise that interests you. The potential return will also depend on whether you can fund the business yourself or whether you will need finance.

An estimated start up cost sheet is included in this information pack, which details the fees and equipment required to establish a **Jas my Waffles** franchise.

The most important variable in the level of success you will achieve is in fact you! Franchisees are people and no two people are the same. We can provide you with our proven system, name and the business tools and support necessary but your reward is ultimately determined by your diligence, and your commitment to your business.

As part of the recruitment process you will be provided with a template for a Business Plan which you should complete in conjunction with your professional adviser/s. We will give you information about the performance of the existing business so that you have a guide for completing the Financial Model.

It is difficult to typecast a 'model' franchisee for our system; however there are some important characteristics that you must have or are prepared to commit to developing.

You must have a genuine desire to succeed by adhering to the **Jas my Waffles** system and being prepared to work long hours to get your business established.

The best system in the world will never optimise opportunities unless everyone recognises the 'commonality' that exists in objectives and contributes to the well being of each other and the system as a whole therefore everyone benefits when the system is followed.

Failure to conform to the proven system limits your chance of success and can potentially impact the total **Jas my Waffles** brand.

Finally Self Motivation is an important characteristic for anyone in business. Setting realistic goals and then working to achieve them, is critical.





What to do next...

If you believe you possess the above attributes and see yourself thriving in the supportive **Jas my Waffles** franchise system then contact us to discuss this limited opportunity further.

You will need to either complete the Expression of Interest form or call Jasper de Leon on **02 9575 4814** or **0414 954 787**.

Jas my Waffles

Email: info@jasmywaffles.com.au





**Jas my
Waffles**

Date: _____

Expressions of Interest

This is an initial Expression of Interest form for a Franchise. All information supplied will be treated with the utmost confidentiality. The Franchisor may require further information before entering into a Franchise Agreement. However, there is no guarantee made by the Franchisor that the Franchise will be granted.

NOTE: No contact will be made with any Referee provided without the prior permission of the applicant.

Personal Information

Name: _____
Present Address: _____ No. of years at address: _____
Previous Address (If less than 5 years): _____ No. of years at address: _____
Telephone: _____ Mobile: _____ Email Address: _____
Marital Status: _____ No. of Dependants: _____

Business Information

1. Are you self employed? Yes/No (Go to Q8) _____ 2. For how many years have you been self employed? _____
3. What occupation/industry are you self employed in? _____
4. If you are employed, who is your current employer? _____ 5. Please state the number of years you have been employed: _____
6. If employed what is your present occupation? _____ 7. Can you be contacted at work? Yes /No
Land Line: _____ MOB: _____ 8. Previous employer: _____
9. Number of years you were employed: _____ 10. What was your occupation? _____ 11. Reason for leaving? _____
12. Details of any business experience or business interests you have: _____
13. What is your present business income? \$ _____ 14. Do you have other income? Please explain your other income: _____
15. Are you now involved in or associated with parties who are involved in the provision of similar products or services? _____

Educational Information

1. Last school attended _____ Grade attained _____
2. Institution attended _____ Grade or degree attained _____

Estimated Financial Information

Would the business be your sole source of income? _____ Do you rent or own your home? _____
If owned, it's approximate current value \$ _____ Mortgage amount outstanding \$ _____
Total assets \$ _____ Total liabilities \$ _____ Net worth \$ _____
Amount of cash available to invest in your business \$ _____ Do you have a source of finance? _____
If so, how much finance will be provided? \$ _____ When would you wish to commence your franchise? _____
Do you intend to work full time in the business? _____ If you do not plan to work in the business, who will be responsible for the daily operation of the business? _____ If other individuals will be involved in financing the business, please provide details: _____
Have you been insolvent during the last 10 years? _____ If so, please provide details: _____
Have the applicant(s) been the subject of any court proceedings, past or present? _____
If so, please provide details: _____

I declare that the information contained in this Expression of Interest is correct;

Signed Applicant 1

Signed Applicant 2 (if applicable)

Date:

Date:



**Jas my
Waffles**

Frequently Asked Questions

The following fact sheet is designed to provide some answers to some of the more commonly asked initial questions. If you have any further questions please note them down and bring them to our next meeting.

1. What is franchising?

Franchising is really about being in business for yourself but not by yourself. Generally, franchising is where the franchisor licences the franchise owner the right to distribute and market a product or service, and use the business name and/ or trademarks for a fixed period, in return for a fee.

Under the **Jas my Waffles** franchise system, the franchise owner has the opportunity to conduct a business using the **Jas my Waffles** name, system and products.

2. Why should I choose a franchise instead of starting my own business?

Starting a new business can be very risky. By purchasing a franchise you can reduce the risk to some extent as you are buying a business with an established, successful business system and brand. In addition, you receive comprehensive initial training and ongoing support, advice and training from us.

3. Would a **Jas my Waffles** Franchise suit me and what qualifications do I need?

If you love meeting people and giving excellent service then you are most of the way there. You do not need any formal qualifications to run the **Jas my Waffles** Franchise. Your enthusiasm, passion and energy to run a successful business is paramount.

4. Why should I become a **Jas my Waffles** franchise owner?

Jas my Waffles has been successfully operating for over two years and continues to grow at a healthy rate. The company management is highly experienced and recognised for excellent customer service. We would now like to share our success and knowledge with others through our franchising program.

5. How do I go about becoming a **Jas my Waffles** franchise owner?


You have already started the journey. The next thing you must do is complete an Expression of Interest Form and Confidentiality Agreement. This information will assist us in assessing your suitability as a **Jas my Waffles** franchise owner. Should we decide that you meet our initial criteria we will provide you with a detailed outline of the steps to be completed in order for you to become a franchise owner.

6. How much will it cost?

The initial investment in your **Jas my Waffles** franchise depends on the type of location that suits you. Full cost details are included in this information pack.

7. Am I required to work in the outlet?

Yes. At **Jas my Waffles**, we believe that the most successful franchises are those which are run



by the actual owner. We also believe that the best head-start you can give your business is to commit yourself to it so as you can fully understand every aspect of the operation. It is important to **Jas my Waffles** that you want to pursue an active involvement in the franchise and do not want to obtain the franchise purely as an investment opportunity.

8. What do I receive for my Initial Fees?

The Initial Franchise Fee is your payment for the grant by us of the right to use the valuable intellectual property, which includes the brand name and the **Jas my Waffles** business.

The **Jas my Waffles Franchise Owner** will receive a comprehensive Initial Training Program on all aspects of the **Jas my Waffles** business from creating and making products, customer service techniques including order transactions, to business resources and hands-on training of the day to day management of the business.

Whilst this training is happening you will also receive an Initial Marketing Program designed to assist you to establish your **Jas my Waffles** business. You also pay an ongoing Franchise Service Fee and Marketing Contribution.

9. What is the Franchise Service Fee?

The purpose of the Franchise Service Fee is to remunerate the franchisor for the on-going services we provide to you, such as;

- Use of our Branding
- Training and monitoring;
- Concept and product development;
- Manual updates;
- Access to the **Jas my Waffles** range of products and services;
- Franchise Performance Reviews aimed to assist you in making your business more effective and profitable;
- The benefit of group purchasing power;
- Ongoing advice and support;
- Management of the Group;
- Other miscellaneous services

10. How is the Franchise Service Fee and Marketing Contribution determined?

The Franchise Service Fee is based on a percentage of the gross turnover of the business so that it is fair and equitable for all franchise owners.



11. What is the Marketing Contribution?

The purpose of the Marketing Contribution is to pool the contributions of all franchise owners to maximise the promotion of the **Jas my Waffles** products & services, thus building the brand for the benefit of all partners.

12. What happens at the end of the first franchise term?

Provided that you have not breached your Franchise Agreement with us during the initial term and notify us of your wish to renew within the required time, you will be able to renew your franchise for a further term. You should be aware there are a number of requirements set out in the Franchise Agreement that need to be met before your franchise can be renewed. In particular, you will have to pay the legal costs of arranging the renewal. You also have to sign a new Franchise Agreement. If you prove to be a successful franchise owner, it is in our interests to have you renew. Full details of how this works is included in the legal documentation.

13. What Locations are available?

We need to assess your suitability as a **Jas my Waffles** franchisee, just as you need to do your own assessment of our suitability to you and your lifestyle. When we are both comfortable to progress, you will be given the opportunity to lock in a particular location providing it is still available. The lock in procedure may be discussed in more detail in the interview stage.

14. When I open for business, will I be left on my own?

No. When you join **Jas my Waffles** we will guide you until you are comfortable with the way you operate your business. Whilst you are a part of the **Jas my Waffles** family, support is just a phone call away.

15. Will I have an opportunity to contribute to the franchise network?

Yes. Our franchise system has been designed to provide all franchise owners with an opportunity to contribute at regular conferences and meetings.

16. Will I be able to sell my business in the future?

Yes, the franchise is yours to sell to someone who meets our approval just as you did, and who will continue on with the franchise. This is a very important issue which differentiates owning a franchised business from just holding down a job. The more profitable your business is, the greater will be its sale value.





Confidentiality Agreement

This Confidentiality Agreement is between Jas my Waffles Pty Ltd ("Jas my Waffles", "we" "our") and ("The Enquirer", "you" or "your").

(Insert your name/s)

You wish to evaluate the Jas my Waffles business in order to decide whether to apply to become a franchisee. We agree to provide you with confidential information relating to the operation of a franchise.

We and You agree as follows:

1. You warrant that you will keep confidential all of the information provided to you by us and that you will not, without our prior written consent, disclose any of that information to any third party (your professional advisors excepted). You acknowledge that this warranty is also given on behalf of any entity or associate under your influence or control.
2. Without limiting the general nature and extent of this warranty, the information which you warrant to keep confidential and not disclose to others includes our technology, know-how, trade secrets, documents, files, records, reports, plans, trade marks, feasibility studies, business plans, franchise agreements, operating manuals, franchise disclosure documents and marketing plans.
3. You warrant that the sole purpose for which you are seeking access to the information is to decide whether to apply for a franchise. You warrant that you will not use the information for any other purpose or for your own benefit or to improve or create another business.
4. We agree to keep confidential information provided by you.
5. This agreement will continue in time but will not apply to any information which:
 - (a) is already known to the other party at the time of disclosure;
 - (b) is in the public domain at the time of disclosure;
 - (c) is disclosed to the receiving party by a third party; or
 - (d) enters the public domain after disclosure otherwise than through a breach of this agreement by one of the parties.
6. You acknowledge that the execution of this agreement does not oblige us to disclose any particular information to you and we retain absolute discretion as to which information we disclose to you.
7. You undertake that you will, upon our request, immediately return to us all information, documents and other materials we supply to you. You further undertake not to retain any copies of any such information, documents or material.
8. You agree that you will not rely upon information provided by us in deciding whether to apply for one of our franchises without first obtaining independent financial and legal advice.

Executed as a Deed

Signed on behalf of Jas my Waffles Pty Ltd

Signature: Date: / /

Name: Jasper de Leon

Agreement, Acknowledgement and Declaration

By signing below:

You agree to be bound by the terms of the above Confidentiality Agreement;

You acknowledge that:

1. Jas my Waffles may rely upon this information when deciding to accept an application for Jas my Waffles franchise.
2. Jas my Waffles may decline to accept any application without giving reasons for their decision.
3. In completing and returning this form, neither Jas my Waffles nor its agents are under any obligation to you except that they must treat the information you have supplied in confidence; and you declare that all the information supplied in this form is true and correct.

Signature: Date Signed: / /

Print Name:

Witness: Date Signed: / /

Print Name:

Send to:

Jas my Waffles Pty Ltd
PO Box 325
Rooty Hill NSW 2766
Attention: Jasper de Leon

OR

Email: info@jasmywaffles.com.au
Phone: 02 9575 4814
Mobile: 0414 954 787





Stages of Entry

1. After your initial enquiry you will receive an Information Pack which includes:
 - **Information about Jas my Waffles**
 - **This "Stages of Entry" page**
 - **Estimate of the Investment Required to start up a Franchise**
 - **Frequently Asked Questions**
 - **Expressions of Interest Form**
 - **Confidentiality Agreement**
2. Fill in and sign the **Expression of Interest and Confidentiality Agreement**, then fax, email or post them back to the Franchisor.
3. Upon receipt of the completed Forms, the Franchisor will review your application and establish whether you meet the criteria necessary to qualify as a franchisee.
4. The Franchisor will arrange a first meeting to discuss your application and to provide you with an informal, yet comprehensive introduction to **Jas my Waffles** and the franchising opportunity. This meeting may be treated as a get to know you session where both parties to the meeting may form further opinions as to the overall suitability of the application.
5. If the discussions are positive, **Jas my Waffles** will provide you with the **Disclosure Document, draft Franchise Agreement, Representations Certificate and a copy of the Franchising Code of Conduct** and if available, a copy of the lease for specific premises and together with an **Acknowledgement of Receipt** for you to sign, date and return to the Franchisor. You will also at this stage be provided with a **Financial Model** so that you and your advisors can assess the commercial viability of the business.
6. The next stage is for you to make an informed decision. The Franchising Code of Conduct states that you cannot enter into a Franchise Agreement until at least fourteen (14) days have elapsed from receiving the documentation. This time will allow you to review the above documentation with your advisors, speak to existing franchisees if available, begin enquiring about finance and follow up any other questions you may have about the business.
7. The Franchisor will invite you to spend a minimum of half a day behind the counter of an existing outlet, so that you can gain a fuller understanding of the daily requirements
8. If you wish to proceed, the Franchisor will ask you to complete an online assessment process, which will provide the franchisor with the necessary information to access whether your application matches the profile of an ideal candidate. At this stage the Franchisor will also follow up any references.

9. A second meeting will be arranged to discuss the results of your due diligence, the results of your Financial Modelling and the information provided by the online assessment profiling. Any issues arising from the documentation should be resolved by the end of this meeting.
10. If all is satisfactory and both parties agree to the items on the Schedule of the Franchise Agreement, the Franchisor will organise the drawing up and delivery of the **Final Franchise Agreement**.
11. The Franchisor will request from you a completed **Instructions for Lawyers** form containing the key details about you, necessary for the Franchise Agreement to be completed, and instruct the Franchisor's lawyer to prepare and send out the **Franchise Agreement in its final form** to you, together with a **Representations Certificate** for your completion and signing prior to jointly signing the completed Franchise Agreement. You will also need to provide to the Franchisor's solicitor a cheque payable for **\$2,000** which will cover the Franchisor's Solicitor fees.
12. Under the mandatory Franchise Code of Conduct, the completed **Franchise Agreement** cannot be ratified until fourteen (14) clear days after you have received it.
13. The final meeting will be the formal signing of the documentation by both parties, including the **Representations Certificate, Franchise Agreement** and any other items such as a **Licence to Occupy**.
14. At this point you will pay the **Initial Franchise Fee, Training Fee, Initial Marketing Fee** and the **Equipment Package** as described in the Disclosure Document and set out in the **Franchise Agreement**.
15. There is a mandatory seven (7) day cooling off period from the date of signing the **Franchise Agreement**. Any payments made to the Franchisor are fully refundable if you withdraw from the **Franchise Agreement** during this seven (7) day cooling off period, with the exception of the amount specified in the **Franchise Agreement** for reasonable costs incurred by the Franchisor.
16. Training and commencement dates will then be agreed upon. We will confirm and approve the location and finalise the opening timetable.
17. The next step is to commence your induction training.
18. Begin trading.

Please note it can take several weeks from your initial enquiry to get to the commencement stage. The time taken is critical to ensure that both parties are committed to the process.



Estimated Start Up Cost For A Franchise

	Estimated Cost Franchise	Minimum (\$)	Maximum (\$)
1	Franchise Fee	30,000	30,000
2	Training	5,000	5,000
3	Initial Marketing Fee	7,500	7,500
4	Total	42,500	42,500
	Equipment (Leasable)	Estimated Range (\$)	
5	Equipment	45,000	60,000
6	Fixtures (inc Furniture)	80,000	100,000
7	POS System	10,000	15,000
8	Office Equipment	2,000	3,000
9	Total Initial Equipment etc	137,000	178,000
	Fitout		
	Leasehold Improvements	10,000	40,000
	Lease Fees/Design Fees	5,000	6,000
	Stock/Store Supplies	20,000	25,000
	Signage	10,000	10,000
	Rent in Advance	2,500	7,500
	Security Deposit	5,000	15,000
	Total Fitout	52,500	103,500
	Other Costs	Estimated Range (\$)	
12	Accounting Fees	1,000	2,000
13	Legal Fees	3,000	4,000
14	Company Formation (Optional)	750	1,000
15	Other (Contingency)	1,000	2,000
	Total	5,750	9,000
16	Working Capital	5,000	25,000
	TOTAL INVESTMENT ESTIMATE	242,750	358,000

The cost to establish a new franchise ranges from approximately \$243,000 to \$360,000 and is detailed in the relevant disclosure document. Costs cannot be accurately estimated until a location has been established therefore an estimated range has been utilised: Items may change depending on the location's needs and requirements: All prices are subject to change without notification and are excluding GST.