





COFFEE+FOOD+FRESH+FUN



BUSINESS OVERVIEW

Funk Coffee+Food is proud to support local suppliers and produce.

At Funk our food is freshly prepared; cold cut meats sliced every morning; breads baked fresh and delivered to our stores daily. Grade A quality fruit and veg is delivered and sliced in store. Funk prides itself on its tasty, freshly made food for individual lunches and catering needs of its clientele.

Funk is excited to broaden its brand overseas and keen to find enthusiastic, dynamic and professional people to represent the brand.

Whilst historically we have targeted business locations and adopted a proven 5 day model in Australia, we see the brand evolving both locally and internationally through growth from all types of commercial locations such as high streets, shopping malls, educational institutions, airports and hospitals.

With over 10 years of experience and constantly evolving, Funk is ready to take its brand to the world and watch it grow with like minded partners who embrace what we do and who we are with the same passion.



FRANCHISE OVERVIEW

THE FUNK STORY SO FAR...

Funk Coffee+Food currently operates a network of stores in Adelaide and Brisbane's CBD and Fringe locations.

Established in early 2005 Funk has streamlined its offering to a simple, funky and consistent concept. It is the Funk feeling in store and the high standard of products and customer service that set Funk apart from the rest.





FRANCHISEE TRAINING PROGRAM



All Funk Coffee + Food franchisees attend a comprehensive training program. Franchisees are able to learn in a happy and positive environment from specialist training staff with extensive Funk experience.

The training covers every facet of your business from the obvious operational and technical skills to conceptual planning of your business, customer service and marketing. Support continues with training as necessary from the Franchisor and their training team

KEY SUCCESS FACTORS



STRONG BRAND PRESENCE

+ATTENTION
TO DETAIL
+**EXCEPTIONAL
COFFEE**

+**QUALITY
PRODUCTS**
+CUSTOM
FIT-OUT

+EFFICIENT BUSINESS

Easy to operate with
minimal cooking and
an understanding of the
customers wants and needs.

FRANCHISE MODEL

Funk is always on the look-out for enthusiastic, dynamic and professional people to partner in our exciting CBD and Business Precinct focused franchise business.

Prospective Franchise Partners should be:

- + Able to follow and adopt proven methods and processes
- + Able to finance the investment and working capital.
- + Be willing to grow and demonstrate significant team leadership and have the knowledge to attract and develop talented people
- + Be energetic and take a hands on approach
- + Be able to attract a loyal clientele to help develop the Funk Coffee + Food brand in the marketplace.





OUR BUSINESS

Established in 2005 and first franchised in 2009, a cafe style chain that is known for as the name suggests quality food and coffee offerings in a funky environment.

Fit outs consist of custom quality designs to suit the location where major consideration is always taken to ensure functionality together with the modern decor. Our intention is to always create a space which is streamlined for the operations and has great aesthetics for the customer.

Our aim is to grow the brand worldwide with like minded partners and make it successful wherever stores are opened. To do this we would work closely and support the master franchisee/investor every step of the way.

We would work and establish relationships with local designers, shop fitters and suppliers to create a turn-key operation that can be reproduced with ease and uniformity.



OUR COFFEE

Exclusively roasted and packaged for Funk in 250gm bags for retail and 1kg bags for store use.

Premium quality Arabica beans to be blended and roasted to Funk specifications.

Perceived that for logistic simplicity and cost effectiveness the coffee is contract roasted, packaged and delivered in the country of operation.

Work with supply partners that have excellent roasting facilities and the resources required to create our blend.

Extensive coordination and implementation with our coffee development manager and the chosen roaster to produce and maintain the quality coffee desired. This will involve the manager spending considerable amounts of time sourcing, training and overseeing product distribution.

Undertake extensive training programs with the Master Franchise and their managers/ baristas so that they receive the training and knowledge required to reproduce consistent quality coffee. This will enable them to deal with the day to day overall coffee operation from education, trouble shooting of machinery right through to serving the products to customers.



OUR FOOD



Funk has always been synonymised with quality fresh produce for its food offerings. We regard our food as innovative, simple, affordable and directly targeted to the cafe snack style consumer.

We would envisage that the food menu will as it does now predominately be made up of western style combinations that are popular worldwide however made to suit the palate and taste of the consumer. This will depend on the country and region where the store is located.

To do this we would again work with local chefs and food stylists who with our food development people would create innovative and delicious menus to suit.

Extensive coordination, trials and training would again be involved and Funk would be there every step of the way. From creating to sourcing and producing the quality items that will be offered and introducing and refreshing new items and menus with time.

OUR PROMOTIONS



FRESH LUNCHES
+ NATURAL INGREDIENTS
+ LOCAL PRODUCE

YUM!

funkcoffee.com.au
FRESH • NATURAL • LOCAL

GOT A FUNKTION

WE' LL CATER.



funkcoffee.com.au
FRESH NATURAL LOCAL



ROLL INTO FUNK THIS SUMMER.

NEW
DELUXE ROLLS AT FUNK.

funkcoffee.com.au
FRESH NATURAL LOCAL



funkcoffeeandfood.com.au