

oliverBrown.

FRANCHISE GUIDE





BECOME **OBSSESSED** WITH YOUR OWN OLIVER BROWN

Thank you for your interest in an Oliver Brown Franchise. This brochure is designed to provide you with all you need to know about our business so you feel more confident about joining our community.

From our humble beginnings Oliver Brown was created to be a franchise model that is easy to operate. Our products, systems and methods are easy to prepare and popular in the market. Our 12-year proven track record with many multi-site operators shows that with effort and determination you can also become a successful owner operator.

If you have a passion for hospitality and want to operate your own business secure in the knowledge you have an experienced team backing you, then please read on and get in touch so we can have more of a detailed discussion about your opportunity.



WHY OLIVER BROWN?

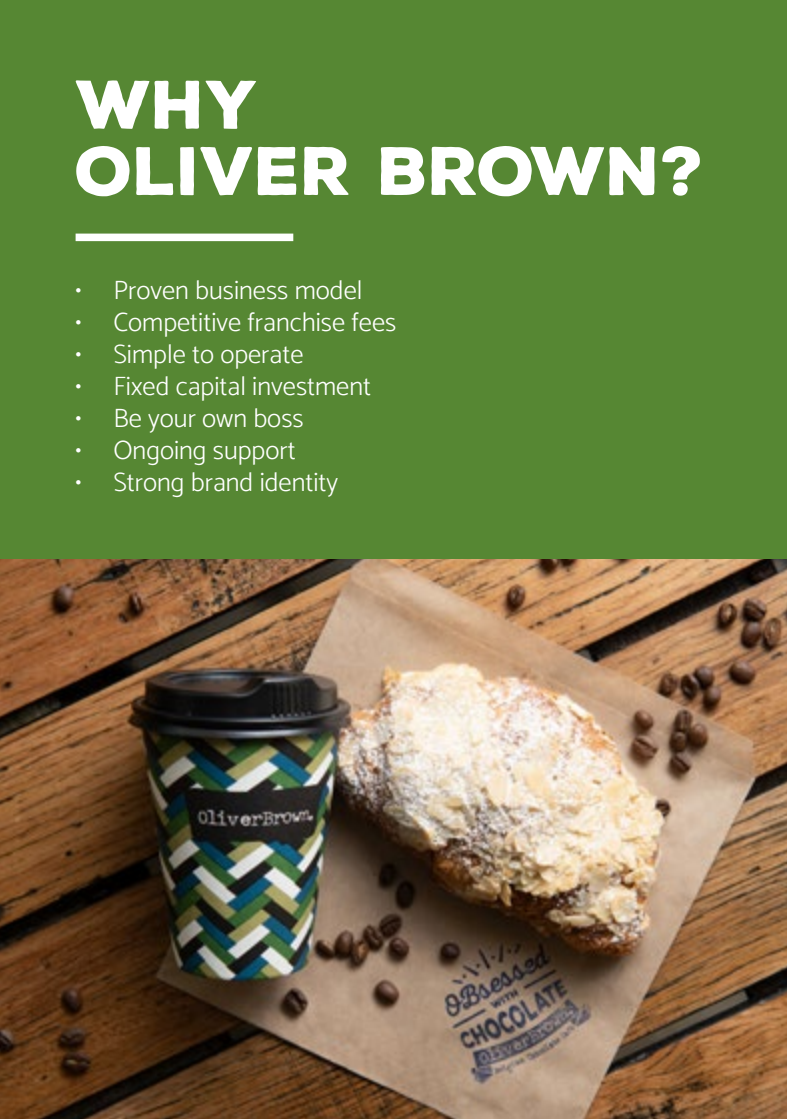
- Proven business model
- Competitive franchise fees
- Simple to operate
- Fixed capital investment
- Be your own boss
- Ongoing support
- Strong brand identity

OUR STORY

The Oliver Brown story began in 2009 in Belgium, when the founder discovered the taste of authentic Belgian chocolate and immediately became obsessed with the flavour.

Struck by the rich sensory experience of Belgian chocolate, his vision was clear to deliver Belgian inspired chocolates and desserts to everyone at any time across Australia, and eventually the world.

Oliver Brown not only caters for a late-night chocolate craving or a hot chocolate on a rainy day but also offers a local hangout spot and a central hub for the community to come together and indulge in their favourite decadent indulgence.





OUR MENU

Oliver Brown offers a range of different menus from providing the early morning breakfast, casual lunch or decedent desserts at any time.

Our menu is divided into the following categories;

- Signature Hot Chocolates
- Specialty Coffee
- Iced Beverages
- Chocolate Indulgence
- Oliver Brown Kitchen



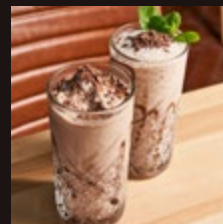
Signature Hot Chocolate

Our signature hot chocolates are specially crafted from 100% Belgian chocolate couverture callets, melted to deliver a smooth, rich decedent beverage experience.



Specialty Coffee

We have developed a blend that displays elegant dark chocolate notes, with vanilla and a maple syrup sweetness. Sustainably sourced, responsibly made coffee beans roasted in Sydney, Australia.



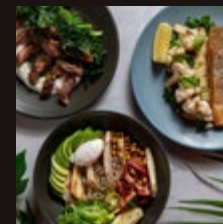
Iced Beverages

Our milk-based beverages partnered with an Australian farmer owned dairy co-operative, blended with our house made chocolate ganache delivers a unique iced beverage. Whereas our blended fruit based iced beverages are a simple, yet delicious recipe based on locally sourced fresh fruit and fruit purees blended to order.



Chocolate Indulgence

Oliver Brown imports the finest quality products from different parts of the world to bring you the best of the best. Our waffles, crepes and freshly baked churros are just some of the premium products imported to make your indulgence experience what it is today.



Oliver Brown Kitchen

“Café by day, indulge by night”.

The introduction of the Oliver Brown Kitchen offer provides our customers with breakfast and lunch menu options. We understand that dessert is not an always offer but a serious treat, hence the café by day dessert by night offer which has evolved and will continue to grow whilst respecting our core roots of indulgence.



MARKETING

When joining Oliver Brown, you have access to a full suite of creative professionals. We have in house and external designers, photographers, videographers and animators. Everything from menus, promotions, in-store signage is only an email away. Oliver Brown engages third party social media, web and SEO professionals to ensure our brand stands out above the competition.

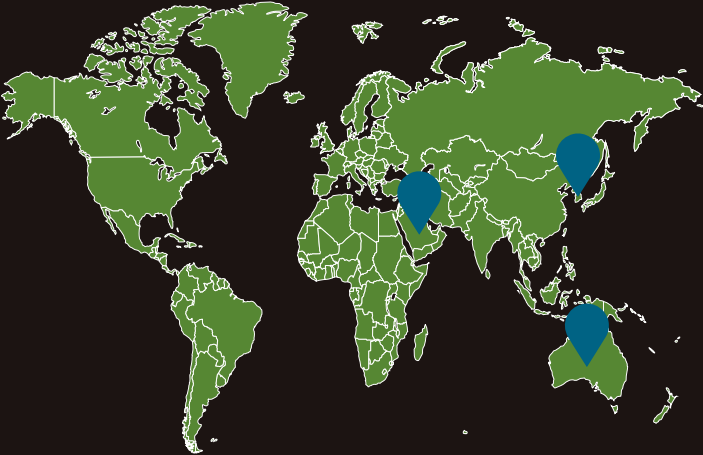
Frequent national campaigns and promotions are designed to drive trade, build customer engagement, increase brand awareness, promote new products and reward our loyal customer

LOCATIONS



NSW 40 Locations
VIC 2 Locations
QLD 2 Locations
ACT 2 Locations

International Locations



Australia 46 Locations
Korea 7 Locations
Saudi Arabia 6 Locations

TURNKEY OPTION

INCLUSIONS

LEASE

- Sourcing and securing your location
- Negotiating lease

BUILD

- Design and concept
- Construction and project management
- Internal and external signage
- Equipment to trade
- Furnishings

SYSTEMS

- Cloud based POS system
- CCTV
- Digital promotions and menu screens
- Sound system
- Comprehensive operations manuals
- An established network of approved national suppliers

TRAINING

- Pre-opening training
- Store setup
- In store training
- Ongoing support
- Dedicated account manager

MARKETING

- Pre launch marketing campaign
- Corporate website
- Social media
- Design and animation
- Photography and video
- Marketing collateral
- Custom in-store promotions

BRANDING

- Use of Trademark, business name and logo
- Oliver Brown uniforms
- Oliver Brown menus



EXCLUSIONS

LEGAL FEES

- Drafting franchise agreement
- Disbursements

LEASE OBLIGATIONS

- Rental bond
- Rent in advance

INSURANCE

- Public liability
- Business and contents

STOCK

- Initial stock order of consumable items

ROAD MAP



STEP 1

Submit an online enquiry to find out more about your new venture



STEP 2

Oliver Brown will respond with initial documentation including;

OB application
Franchise brochure



STEP 3

Complete the required documents and send to our team with any further queries



STEP 6

You will be notified with an unconditional approval or declined the application

An initial deposit taken



STEP 7

Location and lease negotiations completed

Store design finalised



STEP 8

Franchise agreement signed

14-day government mandated cooling off period to follow



STEP 4

Your application will be reviewed by our team to grant conditional approval



STEP 5

The Oliver Brown team will get in touch to arrange a meeting in person or via zoom



STEP 9

Supplier accounts set up and training commences



STEP 10

Pre-launch marketing plan activated.

Store opens!

FAQ'S

Qualifications I need to be an Oliver Brown franchisee?

No formal qualifications are required to join Oliver Brown. However, retail food experience is highly desirable. Most importantly we are looking for people who have great customer service skills and a positive can-do attitude.

What are the royalty fees?

7.0% inclusive of 6.5% royalties and 0.5% marketing charged monthly based on total revenue.

Is there an initial franchise fee?

No - Your initial franchise fee is inclusive in your turnkey price. You obtain the right to operate as an Oliver Brown franchise for the term of the signed lease.

Are there any additional costs?

In your contract there are two further fees which may be triggered.



Transfer - If you are to sell the business a transfer fee is applicable, this pays for the incoming training with Oliver Brown and other admin fees. If you never sell you will never see this cost.

Renewal - Your license mirrors the length of your lease. A 10-year lease equals a 10-year license, 5-years, 5-year license. If your lease expires a renewal fee is payable in line with your new lease. Both Renewal & Transfer fees are \$30,000.

What does it cost to buy an Oliver Brown franchise?

Initial turn key price \$125,000 - \$280,000

Legal fee \$3,500 - \$6,000

Initial stock & packaging \$10,000

Total Investment after cash contribution \$139,000 - \$296,000

Prices vary based on the size of the store and location. All prices are excluding GST.

Cash contributions are usually paid by the landlord 4-6 weeks after commencing trade and construction defects are signed off. These contributions vary in amounts and will be fully disclosed during lease negotiations.

CONTACT US

If you are excited and want to join the Oliver Brown community, the next step is to complete an online enquiry www.oliverbrown.com.au/online-form/

✉ Franchising@oliverbrown.com.au

☎ 02 9898 0360

📍 29/38 – 46 South Street, Rydalmere, NSW, 2116

