

# vida e caffè – the franchise process

## THE WAY FORWARD AND THINGS YOU NEED TO KNOW

Here are a few basic questions you need to answer:

1. Do you truly want to run your own service orientated business?
2. Do you have sufficient liquid capital, a good reputation and a clean credit record?
3. Are you willing to train in all aspects of running a business – our way?
4. Are you willing to operate a business under a set of laid down rules, systems and culture?
5. Do you enjoy working with a team of people as their leader?

If you cannot answer yes to all of those questions then we are not the right choice for you, but if you can, read on ...

### Stage One – Our Initial Requirements

If you are interested in getting involved in our great brand and would like the opportunities to acquire a franchise shop, please complete and supply :-

1. Our Initial Application and a detailed CV
2. Confidentiality agreement and Credit Check Authorisation
3. Deposit the amount of R500 (Five Hundred Rand) into RMB: Vida e Caffè Acc 62222304222 Branch 261251 - this will be used to cover administration and credit checks for your application
4. Return it to [mae@caffe.co.za](mailto:mae@caffe.co.za) or fax it through to 0866694382.

### Stage Two – Formal Application Process

Assuming your initial application meets the defined criteria set by **vida e caffè** you will need to show proof of ability to pay for the investment, you would require at least 50% of setup cost and preferably not have to raise finance at all. On the basis that your application and credit check meet our set criteria, we will then be happy to meet with you to discuss your personal objectives and give you and insight into our entire operation.

### Getting the Money

1. Not that we advise or recommend this but many of our franchisees will need to borrow part of the cost of starting up. Borrowing ratio not more that 40/60 with 60% being owner contribution is what we would allow



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2. We will be happy to introduce you to a number of banks that know and understand our business, and which will, subject to status, be willing to provide the funds you need.

## Stage Three – Initial One to One Meeting

1. You will now meet with one of our directors to discuss in more detail your application. Together we will look at suitable locations for your outlet and answer any of the questions that you may have. We will give you guidance on completing your business plan. You should consider our offer very seriously and seek any advice you feel that you may need from others. We proceed in this way because we believe that joining us will be one of the biggest decisions of your life and it should not be rushed. A deposit of R50000 (Fifty Thousand Rand) will be required which will be held in an interest bearing account (should a site not be found within 6 months you may request a refund). You will then be taken off the list of potential franchisee's. Also proof of available funds to enable us to do a turnkey project of around R1m to be furnished

## Stage Four – Location, Location, Location



Once you have been approved we will then assist you in finding a suitable site for your **vida e caffè** outlet or assess the site you propose. We usually look at between 40 – 70sqm internal seating and 20 – 30sqm outside seating in a high footfall position within a mall. The shop layout will be designed by our architect and we will build the shop on a turnkey basis using our specialized shop fitters. A normal shop will take six weeks to complete. When the site has been secured you will be required to pay your license fee of R150k plus Vat and a 50% deposit in respect to the turnkey installation and sign a franchise agreement. A new shop should come in at around R1m plus Vat including you license fee.

## Stage Five – Training

### Learning the Business

1. Learning the Business - at training you will spend time 'hands-on' working in a Vida e Caffè as part of the team, planning the day, serving the customers and solving the problems - you will be totally involved.
2. You will also spend time in the classroom! You will learn How to make the money, how to control the costs, promote the business and keep the customers coming back for more. We have a comprehensive training manual which is the heart of the franchise and lays down how you are expected to run a Vida e Caffè.
3. As our people are a key element to our brand we will train and recruit your staff for you at all times
4. Training is a combination of practical in store training and theory. We will cover staffing, training, stocking up and be on hand to support you giving you a guide line on insurance requirements, telephone, electricity, speed point machines etc.

## Stage Six – Opening Day

Together we will open the doors and welcome your customers

