

coffee lovers are GETTING STREETWISE

EYE-CATCHING UNITS ARE JUST THE START FOR STREETWISE COFFEE

⇒ 'We love making coffee for people who love coffee. Our constantly-growing following of loyal customers is testimony to the passion and skill we have developed in every one of our franchisees and staff members. Does this sound like the type of business for you?'

That's the question asked by Graeme Harris of Streetwise Coffee, a company that began on the Kapiti Coast in 2003. Now there are 10 franchisees operating 11 of the strikingly-designed units that have become a destination in themselves from Lower Hutt to Taupo. The company is now looking to expand to other prime locations in New Zealand.

'Streetwise has succeeded because we understand that New Zealanders have developed a sophisticated taste for high quality espresso and become very selective as to where they will go for coffee,' Graeme explains. 'Our organic, fair trade coffee blend is a hit with the 10,000-plus customers we serve every week. By carefully selecting and training franchisees who understand our customer-focussed culture we plan to take the Streetwise experience throughout the country.'

Although the eye-catching Streetwise units are mobile, they are all permanently located on carefully chosen sites. This allows the unit to be plumbed-in for water and have access to power for security, phone and eftpos. 'Having the business permanently located also guarantees that customers know it will always be there when they need a



Streetwise coffee,' says Graeme. 'The fact that the unit is able to be moved means that, if circumstances change, it can be easily relocated.'

For an investment of around \$110,000, new Streetwise franchisees receive a turnkey operation that includes a fully-equipped retail unit stocked and ready to commence trading. Streetwise will assist with site selection, and provides full initiation, onsite training during your first

trading period and ongoing support. 'As a franchisee, you will also enjoy the services of our own expert barista, a recognised coffee competition judge in New Zealand and Australia, who is available to provide ongoing barista training for you and your staff on a regular basis.'

'Apply the system properly and a Streetwise franchise becomes a real asset,' says Graeme. 'In addition to returning you an excellent income, it will grow in value for profitable resale as a going concern or to keep under management in your investment portfolio.'

'If you're ambitious, have good business and customer service skills and love the thought of selling fantastic coffee to appreciative coffee lovers, we'd be delighted to hear from you. If you have a particular region or specific location in mind, we can assess it – we know the dynamics that are required to build a successful Streetwise business. Please contact us anytime to arrange a one-to-one meeting.' ■

ADVERTISER INFO



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