

GROUNDS for success

COUPLE VIEW FORTY CAFÉS BEFORE CHOOSING COLUMBUS COFFEE

⇒ Commitment and dedication are essential for success in any business. In the case of Dale and David Fiu, the couple demonstrated those qualities right from the start of their search for a business of their own.

David originally trained as a teacher then spent 18 years as a flight attendant with Air New Zealand. Dale was in sales and marketing, following a lifetime passion for motorcycles inherited from her father, racing legend Len Perry. With solid backgrounds in business and hospitality, they felt that a café would suit them admirably.

'Being goal-oriented people,' says David, 'once we decided on buying a café, we set a six month timeline in which to find one. We had no fixed ideas as to where we needed to be, so we looked from Russell to Ashburton. We drove hundreds of miles and looked at over 40 cafés, then we obtained a free copy of *Franchise New Zealand* magazine where we read about Columbus Coffee becoming Westpac Franchise System of the Year. We liked what we read and decided to find out more.' Now the couple are to become the new owners of the Columbus Coffee in Botany Town Centre.

Columbus Coffee opened its first outlet in 1995 and has since grown to nearly 30 stores throughout New Zealand. The stylish cafés also retail fresh roasted coffees and coffee accessories, including espresso

machines. The Botany store opened in late 2001 as the first 'new generation' design for the evolving brand. 'For several years it was the flagship store, but after eight years of busy foot traffic it was in need of a make-over,' says Columbus managing director Graeme



DAVID AND DALE FIU

Tait. 'To take it to the next level, we purchased it back and in addition to the refit invested in a new full kitchen. This enables a complete menu including breakfasts and brunches to be prepared on site. Interestingly, the Columbus look and feel has remained largely the same, proving the brand "DNA" has stood the test of time. Following the update, sales are up despite two nearby competitors and we are delighted to have found the perfect team to own the new store in Dale and David.'

The couple are raring to go with their new business. 'After looking at so many cafés, we knew what we liked and had a good idea of the value of the brand,' says David. 'Columbus Coffee has a fantastic feel and as "newbies" we can't imagine having a better opportunity – or better training.'

Opening your own Columbus Coffee outlet requires a total investment of between \$300,000 and \$400,000. 'It's a sizeable sum,' says Graeme, 'but it offers rewarding returns and we have opportunities in most parts of the country.' ■

ADVERTISER INFO



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If you're looking to invest in a business, you'll look at our great coffee and mouth-watering food; our standout signage and inviting café ambience; for Columbus Coffee is all of these things. But to find out why we are **NZ's Franchise System of the Year**, contact Nathan Bonney (09) 520-1044, or email nathan@columbuscoffee.co.nz www.columbuscoffee.co.nz

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