

# coffee and CREAM

FIXED FEE MEANS THE COFFEE GUY  
FRANCHISEES ARE FREE TO EARN MORE

⇒ Having been in retail for several years, Sandra Neame is very used to dealing with customers. 'But I was interested in something new and I'd always liked the idea of coffee, especially as I managed a café for a bit. I'd seen The Coffee Guy vans everywhere so I did my research as a customer. I bought coffees and talked to several of the franchisees and basically asked them what the story was. The responses were very favourable from them all, but some of my friends and colleagues had a different opinion.

'One said franchises were just a waste of time and I still have friends who simply don't grasp the concept at all. Despite my doing very well I think they believe that the franchise takes a whopping percentage and the franchisee doesn't make any money at all. Of course, with The Coffee Guy that's not the case. We pay a fixed fee so everything you earn after that is yours – it's the cream on the top.'

Sandra has run her own The Coffee Guy business for over two years. 'I have a regular round in Ellerslie and I now know enough of my customers for them to be able to give me the names of who they're buying for and know exactly what they have. I must admit that when I did my homework on the figures before I started I thought I'd never meet my targets, but it now meets my expectations – and more! Just on my ordinary round I'd do well enough, but I also enjoy doing some



of the events and weekend work and I'm getting asked back regularly. Throughout the winter I do the junior soccer and that provides a very handsome dollop of cream – with no extra fees, of course. What I earn is up to me.'

'You don't need previous experience in this industry,' says Richard Karam, director of The Coffee Guy. 'It is not a huge investment, either. \$35,000 +gst gets you the franchise area, full training and support, and we have a number of very affordable finance packages available for the custom-fitted van. If you are a real "people person" then you have all the essential requirements to succeed. Our franchisees are in a position to earn as much as they want entirely depending on the work they are prepared to put in.'

And Sandra shares her tips for success. 'Be reliable and have the right attitude,' she says. 'The Coffee Guy is a great concept and I can't fault the support I get from the guys in the office – they are always there if you need something. If you work it properly it can't fail!' ■

## ADVERTISER INFO

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# EVERY KIWI HAS THE RIGHT TO GREAT COFFEE

## AT THE COFFEE GUY, WE DELIVER JUST THAT

If you want to take control of your lifestyle and your income, now's the perfect time to make your move. Here's a few good reasons to choose The Coffee Guy®

- Solid, sustained returns and excellent cash flow
- Minimum earnings are guaranteed
- Full training and ongoing support - no experience needed
- A stand-out brand
- A proven system with over 50 successful franchises

So join the team and help us deliver great coffee to Kiwis around the country! Give us a bell to find out more.

## TESTIMONIALS

### MICHAEL BAXTER – TAURANGA FRANCHISEE

It's affordable, you don't need experience, you only pay a flat fee rather than a percentage of turnover, and they are very open. When I started asking questions, they gave me every franchisee's phone number and told me to ask them what they thought. I phoned half of them and asked if they would do it again. They all said "yes".

### JUSTINE HUGHES – NEW PLYMOUTH FRANCHISEE

I've chosen to work six and a half hours a day and that's given me more time with my two children. I've got a business I enjoy, I'm making money and I'm not working all the hours like many other people. Everything that The Coffee Guy told me was true.



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