FRANCHISE

BROCHURE

FIVE POINTS

EST. 2015 NORTH SYDNEY

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FIVE POINTS BURGERS:

The New York experience with a wholesome Aussie flavour

Five Points Burgers are a niche burger business which has successfully recreated the au-thentic New York Burger experience using farm fresh Australian grown ingredients.
Our menu is short and straight to the point. Designed by the well-known chef Tomislav Martinovic (from Heston Blumenthal's The Fat Duck), Five Points Burgers is the total New York experience with a wholesome Aussie flavour.
From our interior fit out with decorative scaffolding, raw concrete walls and industrial chic pendant lighting, the key menu items are all named after the New York boroughs:

› The Bronx
› Queens
› Manhattan
› Brooklyn
› Staten Island.

Like New York City, Five Points Burgers buzzes with customers who are happily enjoying grain fed Australian beef, free range chickens and fresh veg. On most days the queues are out the door and it takes a good 20 minutes to make it to the counter to place an order. But it's always worth the wait.

FIVE POINTS BURGERS:

3 sides and softdrinks

From a business perspective we have a niche but simple offering that resonates with people. We offer Five Burgers, 3 sides and drinks. This means we can keep our overheads contained meaning more profit for franchise owners. We operate in busy commercial areas meaning our hours are reasonable when compared to other food retail businesses. As an owner operator franchisee this allows you to own a profitable business while still striking a work live balance.

The Faces behind the brand

Driss Chikhaoui is the driving force behind Five Points Burgers. An experienced food retailer Driss opened his first café in Manly in 1987. Since that time has been involved in 12 food businesses in North Sydney and the CBD .
Driss' passion in business is fresh wholesome ingredients. He prides himself on developing seamless systems within a business, nurturing his customer base and implementing effective marketing strategies. It's this decade plus of experience that Driss shares with his franchisees to help fast track their success.

Putting the Franchisee First

Five Points Burgers philosophy is to put the franchisee first. We know that the success of our franchisd business depends on the sucess of each franchisee which is why we believe our franchisees are our greatest assest.
The franchise industry has seen its fair share of negativity in recent years, particularly in the retail food sector, but Five Points Burgers plans to change all that by enabling franchisees to get invovled with a business model that is:
✓ easy to understand
✓ simple to operate with just 5 main items, 3 sides and drinks
✓ profitable

New York Themed Interiors

Typically 70 square meters in size The Five Points Burgers shop layout consist of decorative scaffolding, raw concrete walls and industrial chic pendant lighting.
In keeping with our philosophy of putting the franchisee first, we will help each franchisee to find the best location within their territory. We will then arrange the fit out and even help negotiate the franchisees lease if required. Our goal is to get you in a fabulous looking shop that you will love and feel proud of and customers love to visit and enjoy the food!

A win:win business model

Did you know Australia has the highest number of franchises per capita? More than the USA. The reason for this is that franchising is a win: win business model. A franchised business has an 80% chance of success when compared to an independent business whose chance of success over a five-year period is just 20%.

The franchisee benefits from using our proven business model, fast tracking their success and the franchisor benefits by increasing their brand footprint at a rate that would be otherwise unachievable.

20% OF INDEPENDENT BUSINESSES SUCCEED WITHIN THE 1ST FIVE YEARS

80% OF FRANCHISES SUCCEED FULL STOP!

A turnkey business

The Five Points Bugers Franchise is a turnkey business opportunity meaning it has everything you need to start trading from day one. All you need to do is open the doors.

We offer franchisees a comprehensive franchise package which include:

- ✓ Help with sourcing locations
- ✓ Shop Fit Out
- ✓ Start up Stock and Equipment
- ✓ Use of our Intellectual Property: recipes, business name, logo, brand
- ✓ Exclusive franchise territory
- ✓ 5-year franchise agreement with and option to renew for a further 5 years
- ✓ A comprehensive series of operation manuals
- ✓ Comprehensive Franchise Induction Training Program
- ✓ POS system
- ✓ Website – maintained by franchisor
- ✓ Social Media Management
- ✓ Ongoing support from experienced operators.

A Day in the Life of a Five Points Burgers Franchisee

A typical day in the life of a Five Points Burgers Franchise would look something like this:

- ✓ Check the kitchen is clean, deliveries have arrived & staff are in place
- ✓ Check on any catering requests
- ✓ Food Prep followed by 'Open for service'
- ✓ During Service we ensure everything is running smoothly
- ✓ After 3pm, review stock levels and place order as required
- ✓ Reconcile end of day trading
- ✓ Clean the shop
- ✓ Home time

What Do Our Customers Say About Us?

"Easily the best burger I've had in Sydney. The bun was soft and delicious itself, the patties were cooked perfectly and still a bit pink which was amazing, draped in the best American cheese, which just does something brilliant to a burger and the bacon....cooked to a perfect crisp, made the whole experience incredible. Highly recommend this outstanding place. Just be prepared to have a nap after your culinary adventure." **K Henfling**

"Finally, a place that knows how to cook an American burger! As a burger lover and one who grew up on burgers (from California), I gotta say that the "Bronx" burger is the best classic bacon cheeseburger that I have had since living in Sydney. Anyone who knows me, I'm ALWAYS on a lookout for great America food. Recently we had our 2nd child at the Mater Hospital and due to a horrible experience with UberEats and BBJ North Sydney, I needed a redemption burger. Thanks to my cousin, I walked 30 mins to and from this this joint in the heat and would do it 100 times again." **T Ngyuen**

"Beautiful burgers especially the secret sauces." **P Haidig**

YOUR FIVE POINTS BURGERS

Franchise Journey

Making the choice to operate your own business is a big but exciting step, which is why we're committed to making the process as open and informative as possible. It's an important decision for both of us, so we'll provide all the support and information you need to help you make the right choice for you and your family.

STEP 1	Send us an enquiry	
STEP 2	Five Points Burgers gets in touch and sends you a Franchise Brochure, Franchise Application Form, Confidentiality Agreement and Franchise Information Statement.	
STEP 3	You read through the brochure and fill in the Franchise Application Form and sign the Confidentiality Agreement and then send it back to Five Points Burgers .	
STEP 4	We meet to get to know each other better and answer any questions you might have.	
STEP 5	You conduct your due diligence and pay a refundable document fee of $3,000.	
STEP 6	If you decide to proceed you go to step no 7	If you decide NOT to proceed, you return the documents and we refund the $3,000 and that's the end of the process.
STEP 7	The $3,000 document fee is now allocated to finalising and customising the Franchise Agreement (see the Franchise Agreement for more details).	
STEP 8	After 14 days from receiving the final franchise documents, The Franchise Agreement is signed, and the balance of fees are paid.	
STEP 9	A site is located and fit out commences. Training is organised ready for you to commence trading.	
Step 10	When all is done, we will have an opening launch to celebrate.	

FIVE POINTS BURGERS:

Frequently Asked Questions

What qualifications do I need to be a Five Points Burgers Franchise?
No particular qualifications are required to operate a Five Points Burgers franchise. What you will need however is a willing to work hard, to learn from others, and to stay open to new ideas and opportunities. You must have a strong work ethic and be willing to follow our tried and tested business systems.

What do I get for my franchise fee?

✓ You get the right to operate as a Five Points Burgers franchisee in your exclusive territory for a period of 5 years with another 5-year option to renew.

✓ You receive a fully fitted out shop ready to trade including equipment, stock, business software and more.

✓ You receive comprehensive training, marketing material, uniforms etc.

✓ You receive a support from our well-trained staff to help you start your journey

What does it cost to buy a Five Points Burgers Franchise? Five Points Burgers franchises are very well priced. The costs are as follows: Franchise Fee + GST Shop Fit Out (ranges $300,000 - $350,000 depending on size and location)

Working Capital $20,000 - $30,000

Do I get an exclusive territory?
How will I know other franchises won't flood the area? Yes. When you sign your franchise agreement you will be provided a designated exclusive territory define by a map so no other Franchise will be able to advertise their business in your territory. Franchise growth will be strictly controlled and monitored to ensure the market does not become saturated. **Why do I need to pay a document deposit fee to examine the business fully?** Providing all the information you need to evaluate the opportunity and making the right decision for you requires a lot of time from a lot of people. So, we need to know that you are genuinely serious about the opportunity. Rest assured however, that your document deposit is refundable should you decide not to proceed.

The Next Step

If you like the sound of what you've read so far then the next step is to complete and return the Franchise Expression of Interest Form and Non-Disclosure Agreement.
By completing these documents all you are committing to is finding out more information about the opportunity – nothing more.
If you would like to realise your dreams of being your own boss by combining your love of food with a desire to operate your own business, then please send your completed forms to:

Please complete and email to:
E info@fivepointsburgers.com.au
T: Driss 0405 483 551

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