

# WHY INVEST IN A SANDWICH CHEFS FRANCHISE?

10 REASONS  
YOU SHOULD  
CONSIDER



THE BEST  
**SANDWICHES**  
IN THE BUSINESS

FINEST QUALITY

# 1. OUR FOOD

Not only is it delicious, we have a proven, simple and successful menu and operating system that allows our franchisees to sell high quality, high value, products that have extensive market appeal.

Our menu's core product of succulent 14-hour slow roasted carvery meats provides a competitive point of difference that is not easily copied. Our range of gourmet sandwiches (made with artisan breads), juices and salads allow our stores to compete across a broad range of food categories. Simply, we have something for everyone whilst retaining a unique element.

It's important to know that our products don't require excessive investment in expensive, complicated food machinery and equipment, and staff do not need high levels of detailed training to be competent in what they do.

# 2. BRAND AND STORE IMAGE

We have invested significantly in our brand and store image. Our stores are architecturally designed to deliver functionality and to be visually striking, appealing and memorable.



Consumers eat with their eyes first and we are proud to display our high-quality product to attract customers. From our uniforms through to our plastic free packaging, our image demonstrates a commitment to design for a purpose; to guarantee contemporary consumer appeal and brand recognition, whilst delivering operational functionality.



### 3. LOCATIONS AND SITE SELECTION

We are committed to making sure our franchise businesses are occupying premium locations.

Our definition of premium is based upon a series of refined selection criteria, inclusive of store viability and return on investment to the franchisee. We engage the services of retail property experts to source suitable locations, to ensure that our site selection criteria are applied independently and vigorously and to negotiate the best market terms for our retail leases.

### 4. MARKETING AND ADVERTISING RESOURCES

We have developed, with consultation from leading marketing experts, a marketing strategy to drive brand awareness and traffic to our stores. We utilise a range of both traditional and current digital resources to implement that strategy on a National basis.

We also provide our franchise network with a 'Tool Box' of both traditional and digital, professionally designed, advertising and marketing resources to assist our franchisees to grow their business in the local area. After all, who knows the area better than the locals!

# 5. BUSINESS MODEL

## DESIGN

Over 25 years we have painstakingly created a custom business model designed to deliver both profitability and sustainability to our franchisees.

Food retailing is a complex business with multiple interlinked elements that, as a sum, make a food business profitable and able to achieve a good return on investment.

Our business model considers every necessary element, from lease terms and fit out, to recipes, portion sizes and prices.

We believe we have got it right, we have done all the hard design work for you, and it is why we have so many multiple store owners and businesses run under management returning good returns on investment to their owners.



# 6. TECHNOLOGY AND INNOVATION

We are constantly reviewing and improving our internal model and practices. Everything from negotiating a new national supplier of better quality meat at lower prices to our franchisees, to the recent roll out of an online ordering platform, we are constantly exploring new ways to make our businesses more profitable and easier for our franchisees to operate, manage, and grow.



## 7. SUPPORT/ QUALITY OF SUPPORT

We are committed to providing a high level of support to our franchise network. We provide a fully integrated Turn Key solution for new stores, from site selection, to lease negotiation, store fit out, franchisee training, hiring and training staff to grand opening of the store. We do not charge a mark-up or margin on these services, they are charged at the invoiced cost.

Our Business Consultants are highly experienced food industry experts, many of whom have owned their own business and who as coaches and mentors are an invaluable resource to our franchisees. Importantly our Business Consultants spend time in store, hands on, with our franchisees. We maintain a low ratio of stores to Business Consultants, ensuring that they are always available and have frequent monthly contact visits with their franchisees to implement their individual business plan.

Our National Support Office provides professional support across all store and business management requirements, marketing and advertising, property, operations, financial management, people management and business development.

## 8. TRAINING

We provide each new franchisee and Store Manager a 6-week structured training program that covers operations, management and growth of the franchise business.

Training is conducted both in store and in the training room, and is facilitated by our dedicated Training Managers and the franchisees nominated Business Consultant.

After the initial 4-week training program your Business Consultant will be in store with you for a minimum of 2 weeks, to ensure your smooth transition from trainee to business owner.

The Business Consultant is provided to assist the franchisees in the recruitment of suitable staff and their training.

## 9. FRANCHISEE BUSINESS DEVELOPMENT

We work very closely with our franchisees to develop their business and business skills through multi store ownership. We provide financial incentives, financing assistance, new location opportunities and coaching, training and mentoring to ensure that our franchisees have the skills to be more than owner-managers. Our network is characterised by multi-unit franchisees, franchisees who have taken a small business franchise model and developed a big business.

## 10. LEADERSHIP AND CULTURE

Remember, if you are not successful, neither are we. This is a team effort! We believe that a strong and effective relationship between franchisee and franchisor is critical to the success of each individual business and the franchise system overall. We are in business with you and you are your own boss, but not on your own.

## INTERESTED?

CONTACT GARY POWELL FOR MORE INFORMATION

0431 591 029 | [GARY@PNFM.COM.AU](mailto:GARY@PNFM.COM.AU)

