

THE SWEET TASTE OF



Success



Cappuccino



XPRESS

Thank you for your interest in Cappuccino Xpress.

Since commencing Cappuccino Xpress I continue to be overwhelmed by the huge demand for excellent quality coffee. Making perfect coffee is my passion. Being able to share my love of coffee with a group of dedicated franchisees is an honour.

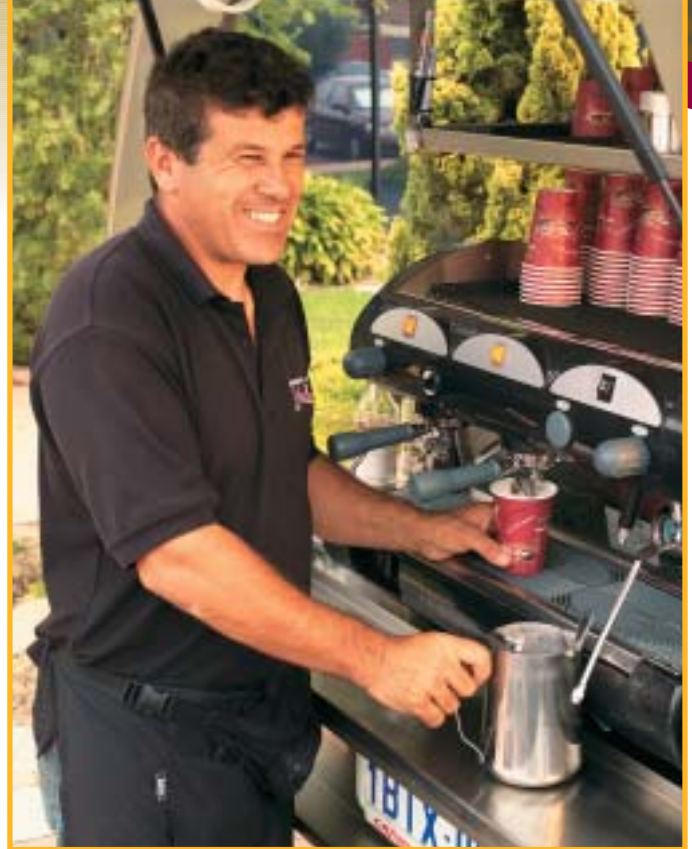
I couldn't be more excited about the potential of the business. Nor could I be more passionate about making great coffee. My goal is to select people who share this passion and drive to succeed.

Thank you again for considering joining our team of successful franchise owners.

Sincerely,



George Bartell
Founder



George Bartell, Founder

Profit from one of the world's fastest growing markets - coffee

Next to oil, coffee is the world's second most traded commodity (in terms of dollars traded).

Globally, coffee is most popular beverage after water with over 400 billion cups consumed annually. This giant worldwide coffee industry employs more than 20 million people.

Sales of premium speciality coffees in the US have reached a multi billion dollar level and are increasing significantly on an annual basis. This continuing increase in the coffee industry is also taking place in Australia, with take-away speciality or 'café style' coffee becoming increasingly popular.

Combining the growth and future prospects of the market with the convenience of a mobile service is a perfect brew.





Major benefits in owning your own Cappuccino Xpress business

- Flexible hours
- High profit margins
- Loyal, appreciative customer base
- Exclusive operating territory
- Business expansion opportunities
- No debtors, 100% cash business
- No franchise renewal fees


Getting started

Cappuccino Xpress have made it easy to get your business up and running, so you can concentrate on the important things – making coffee, and making money.

Once you have chosen your franchise territory, you will begin the training programme. During this time your service vehicle is fitted with a customised body and all the necessary equipment such as cappuccino machine, grinder, refrigerators, etc. Also during your training period, the franchisor begins a marketing programme within your territory to ensure you have a solid customer base from day one.

The franchise fee allows you exclusive access to operate one or more Cappuccino Xpress vehicles within a defined territory for an unlimited term.





Join the team
and Xpress your
way to the top.



It's time to choose a better lifestyle for yourself

Why spend your time in a job you don't like, especially when there's no time left for yourself or your family. Clearly this is not the best way to live your life, a slave to your job for the benefit of others.

Initial and on-going training and support

You do not need any prior experience. Comprehensive training is provided in not only the art of coffee making but also all aspects of managing a successful business.

The Cappuccino Xpress franchisor will handle all the stressful issues that you usually deal with when running your own business. Assistance with stock purchasing, maintaining the equipment, helping you build and maintain a steady customer base, and always there to offer as much support as you require.

Make coffee, make money

Our fully equipped, totally self-sufficient Cappuccino Xpress van brings customers a selection of coffees, teas and other beverages as well as café food items directly to their work place. The functions and events market provides franchisees with another major source of income. This fast growing service means that customers can now spend more time enjoying their coffee.

Profit more, work less

Cappuccino Xpress franchisees work their own hours and inevitably end up having considerably more leisure time. And they manage to work less hours and earn more money than in their previous positions.

You'll be appreciated

You will have your own, growing, loyal customer base. And you will be the person they look forward to seeing the most in their day. Every time you arrive, you're greeted by smiling, happy-to-see-you people.

For more information

1300 523 388

www.coffeetoyou.com.au

