



moments made better

# IT'S TIME TO CALL THE SHOTS...

# JOIN THE MRS. FIELDS FAMILY.



FRANCHISE  
BROCHURE

MOMENTS  
Made  
BETTER



# ABOUT US

Mrs. Fields Bakery Café is more than a Café... Mrs. Fields is all about making people feel good through simple, special moments. Whether it be nibbling on a soft-baked cookie or enjoying an award-winning coffee, we want to serve up moments made better, every time.

## DID YOU KNOW...

- We have a **40-year** history of successful retailing
- **30 years** of Franchising Experience
- We've got over **40 locations** in Australia
- **WE'RE 100% COMMITTED TO OUR FRANCHISEES**



## A Simple Business Model with No Early Starts!

We provide the opportunity for you to call the shots in your own Café business, giving you the work life balance you want whilst still having the ongoing support of a franchise system. Benefits include access to a proven business model, ability to leverage the strength of Mrs. Fields brand, ongoing training, operations and marketing support and access to Mrs. Fields intellectual property and systems.

# OUR PASSION

We are all foodies at heart and are constantly looking at ways to evolve our menu to cater to all. Here's a taste of what's on the menu...



- Our World Famous Soft-baked cookies, bite sized Nibblers and ever-fudgy brownies
- A Selection of Morning or Afternoon Tea delights including Muffins, Croissants and Café Breads
- Great Café Style Lunch products including Gourmet Toasties, Pies and Savoury Rolls
- Award Winning Coffee roasted exclusively by Mrs. Fields
- A exclusive gift range and Cookie Cakes perfect for all occasions.

# FULL TRAINING & ONGOING SUPPORT

It's all about **YOU**... Our dedicated and experienced Support Team is there to help make you the best business person you can be.

Our comprehensive training is essential to your success as a franchisee, ensuring you are proficient with day to day operational requirements and business and staffing management.

We are continuously training in all areas from business and financial management to operations, marketing and customer service. We also hold regular sessions with all our franchisees to network and learn from each other. **Learning is the key!**



# MARKETING

We continuously aim to grow our brand, improve product awareness and generate revenue. We do this through strategic National Marketing Campaigns, engagement through Social Media Channels and by generating loyalty with our Rewards Program. We also place a great deal of emphasis on local marketing activities, to assist you in growing your business and building brand awareness within your local area.



# OUR STORES

We have worked to create a functional design which optimises the footprint of the store while ensuring sufficient equipment to enable preparation and display of the widest range of products. We also take the hard work out of it for you. We assist in tenancy location and negotiating your lease and obtain all council and landlord approvals ready for build and fit out your brand-new Mrs. Fields Bakery Café.

The best part is you simply walk in and start trading upon completion, fully assured that your business is ready to go!



# OUR COMMITMENT

Our Close-Knit Support Team is **100% committed to your Success!** We're proud to be ranked in the **'Top 10 Franchise'** awards as voted by our very own Franchisees.



# FAQS

## **Q: What do I need to become a Mrs. Fields Bakery Café Franchisee?**

A: Passion, drive, excellent customer service, leadership and communication skills. These qualities underpin our success as a business. A positive attitude and willingness to work hard, along with a Retail, Hospitality or previous Business Management experience is preferred, however, not essential. We also believe the most successful Franchisees are those who are owner operators who are hands on and continue to drive their business.

## **Q: What support will I receive as a Mrs. Fields Franchisee?**

A: The Mrs. Fields Franchise Support Team are very experienced and can offer invaluable expertise across all facets of a Mrs. Fields Bakery Café, at all levels and stages of development.

## **Q: What is a Franchise Agreement?**

A: A Franchise Agreement is a document which sets out what is required by the Franchisor and Franchisee in any situation which may arise during the course of the Franchise Term. The Franchisee is granted the right to use the Franchisor's name, trademark and systems.

## **Q: How long is the Franchise Agreement term?**

A: The Franchise Agreement and the Lease Term for Mrs. Fields Bakery, will run consecutively, usually between 5-7 years, depending on the Lease Term negotiated. However, if you are purchasing an existing Mrs. Fields Bakery Café, the Franchise Agreement will be the same period as the expiry on the existing Lease.

## **Q: How much will it cost me to set up a Mrs. Fields Bakery Café?**

A: Cost vary by market and opportunity, but in general, the cost to build and open your new Mrs. Fields Bakery Café is between \$199,000 and \$349,000. Prospective owners must demonstrate a net worth of approx. \$100,000 to ensure that they can meet the start-up cost obligations.

## **Q: Are there Ongoing Fees?**

A: Our Royalty Fee is 6% of GST exclusive sales and the Marketing Fee is 2% of GST exclusive sales.

## **Q: Does Mrs. Fields assist me to get finance?**

A: No, but we can refer you to trusted preferred providers who can help you with your financing needs.

## **Q: Will you help find me a new site for my Mrs. Fields Bakery Café?**

A: Location of your business is paramount to your businesses success. We will assist you to locate your site along with provide support in negotiating your lease. Rent is one of the single largest recurring expenses in any business, plus leases can also be complicated. We have years of experience negotiating leases and will assist you in negotiating the best possible lease terms.

## **Q: What happens at the end of the Franchise Agreement?**

A: Subject to your Mrs. Fields Bakery Café performance and business KPI's, you will be offered a renewal, usually for a further term, similar to the initial Franchise Term. The renewal will be pending negotiations of a new lease term. A small renewal fee will apply and possibly some works may be required to upgrade your store.

## **Q: How long does it take to open a New Store?**

A: The entire process takes approximately 3 months from completion of your initial Introduction Form, finalising your Franchise Application, conducting your due diligence, receipt of all required documents, cooling off period and attending and completing your Mrs. Fields Training Program. Don't worry, it will go very fast and we will keep you informed every step of the way.

## **Q: I am interested, when can I get started?**

A: We love your enthusiasm and look forward to learning more about you. The first step is to complete the Introduction Form via our website, or by emailing us at [info@mrsfields.com.au](mailto:info@mrsfields.com.au). We will then contact you to discuss the next steps on joining the Mrs. Fields family.

# WANT TO KNOW MORE?

We have a number of delicious franchise opportunities available around Australia, so if you're ready to call the shots and run your own Mrs. Fields Bakery Café, contact us today.

[info@mrsfields.com.au](mailto:info@mrsfields.com.au) | [mrsfields.com.au](http://mrsfields.com.au) | Ph 02 9472 8555