



MEDIA RELEASE

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Coffee Guru uses their unique structure to expand

Coffee Guru, a leading coffee franchise brand that began in 2002, is set to expand further with the help of Franchise Sales Manager Chiree Henderson.

With more than 11 years' experience in franchising industries ranging from beauty to hospitality, Chiree Henderson said by promoting its unique assets, Coffee Guru is well placed to take over the Queensland and Western Australia market as well as to further expand in New South Wales.

"Coffee Guru offers people a chance to pursue their passion for being their own boss and becoming a franchisee for an Australian brand," Chiree Henderson said.

"Their well structured support system and culture of encouraging growth and creativity is what sets Coffee Guru apart and is the key to why there is such a strong growth potential."

Through developing and maintaining stakeholder relationships and new business opportunities as well as extensive analysis and research, Chiree Henderson said franchising has always been her passion.

"The most rewarding part of my role is the time spent with potential franchisees and helping them decide whether becoming a part of the Coffee Guru family is right for them," Chiree Henderson said.

She said many people have misconceptions about the franchising industry, including that it is unaffordable, there is a lack of freedom and that you need to be an expert in the industry to succeed.

"As long as you have a passion for what you are doing and a willingness to learn, you can. Franchising doesn't mean you have to spend your last dollar," she said.

Chiree believes there are **three things** people need to consider when making the transition to becoming a franchisee.

Tip one, she said, is to **research the market thoroughly**.

"Because Australia's coffee culture is so vibrant, there is a high level of competition. It's best to research the café franchise space to ensure you maximise your opportunity for returns."

"This is where Coffee Guru delivers a competitive edge, with fixed franchise fees, allowing the franchisee to capitalize on growth and sales without the franchisor imposing percentage franchise fees."

(More...)



(Cont...)

Tip two is to **understand it's a long-term investment.**

"It's important to understand it can take years of hard work and dedication to create a profitable and successful small business. However, revenue in the coffee industry is expected to grow by 7.4 per cent annually over the next five years, as a demand for the café experience in Australia grows."

Finally, Chiree's third tip is to **know your location and customers.**

"A significant proportion of cafes and coffee shops are located in the heavily populated eastern seaboard states, where there is higher foot traffic, but a diverse range of customers," Chiree Henderson said.

"You need to consider whether your store will be a part of the café culture scene like Melbourne, or will there be a demand for a family friendly environment like Brisbane.

"These factors will determine your pricing, your product and your overall marketing strategy.

"Because of the high level of competition, it's easy to be pushed out of the market, so it's important to partner with a franchise that supports you every step of the way.

"Coffee Guru's franchises are strategically planned in a way to guide businesses and ensure that each brand is marketed and supplied with everything they need to succeed.

"It could be the perfect opportunity for you to either re-enter the work force or to further develop your professional skills. The freedom to create your business is out there. You just have to pursue it."

- Ends -

Coffee Guru is an Australian owned coffee franchise with a vision to become the first choice for coffee lovers Australia wide. The franchise indulges every customer with a truly memorable experience through quality delivery, decadent tasting coffee and exceptional customer service. Since its humble beginnings in 2002, Coffee Guru has grown and continues to expand rapidly across NSW and ACT.

To learn more about Coffee Guru go to <http://coffeeguru.com.au/>

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