

Become a Wendys Franchisee

Wendys franchising brochure





Welcome to Wendy's



With more than three decades of franchise expertise and a product offering that's second to none, it's little wonder that Wendy's is the leading brand of choice in the treats market in both Australia and New Zealand.

Wendy's is a place that puts a premium on customer experience. It's also a place where a committed franchisee can realise their full potential.

When it comes to franchising, choosing the right brand is a big decision. By joining Wendy's, you not only become part of a brand that is known and loved; you also become part of a franchise network that is backed by experience and proven systems that work. We know retail franchising and we know what it takes to succeed in a market that's increasingly cluttered and competitive.

But we are also very aware of the need to stay fresh and relevant to consumers and that's where

Yummology comes in. We're in the process of rolling out an exciting new brand direction which is all about reminding customers why they first fell in love with – and still love – Wendy's.

Beyond that, Yummology is also about empowering our franchisees to be the best they can be – masters of taste and masters of providing the most indulgent, fun, I HAVE to come back here again treat experience.

So if you're thinking about becoming a franchise business owner, there has never been a better time to consider Wendy's.

Read on to find out more and how to take the next step.

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Wendy's

3 Exciting store size options



Design 1

Designed for a larger space.

- Enjoy the full range of fantastic Wendys products
- Larger ice cream cabinet- think of all those wonderful flavours.
- Selling price from \$230,000 + GST
- 20-24sqm (Indicative size)
- 4 person plus operation

Design 2

Designed for a medium space.

- Wendys hot dogs, award winning ice cream, shakes, soft serve and more.
- Selling price from \$195,000 + GST
- 14-16sqm (Indicative size)
- 2-3 person operation



Design 3

Designed for a small space, this store appeals to a grab and go concept.

- Wendys hot dogs, award winning ice cream, shakes, soft serve and more.
- Selling price from \$85,000 + GST
- 8-10sqm (Indicative size)
- 1-2 person operation



From humble beginnings to leading treat destination



In 1979, two entrepreneurs opened the doors to their first treat business in a South Australian shopping centre. Word soon spread about the tiny store selling delicious ice cream sundaes and treats and, by lunchtime on the opening day, the centre's mains power had blown as the store's machinery struggled to keep up with customer demand.

This extraordinary beginning was the start of a brand that has developed into one of the nation's most recognised and well-loved franchises – Wendys.

With more than three decades of successful franchising experience, the company has come a long way since those humble beginnings.

Wendys now has over 250 stores across Australia and New Zealand and has grown from a single store operation to a large franchise network.

While the Wendys of today is very different to that first store, our franchisees are still motivated by one simple philosophy – to deliver the ultimate treat experience to every customer, every time.

This approach is what has made Wendys the success it is today.





Give people what they want and make it fun



At Wendy's, we have grown a successful franchise brand on the back of a deliciously simple strategy: give people what they want, and make it fun.

It's an uncomplicated approach backed by a serious, results-driven business.

We've been serving our irresistible range of treats to thousands of customers every week for more than 30 years and, while there have been many changes along the way, there is one thing that hasn't changed – simplicity.

Running a Wendy's is simple. There are no long hours to be spent preparing food and you can walk into your store in the morning and start trading within a matter of minutes.

Even better than that, running a Wendy's is seriously good fun. What better way to spend your day than to work in an environment which is all about making people happy?



Why Yummology? Because we're masters of YUM!



At Wendys we've always been experts in yum and we've always been all about taste. But staying fresh and relevant to consumers is vital to the success of any brand and we recently decided we needed to bring our brand essence to life again.

The result? Yummology – a concept designed to put a name to that elusive quality which has helped us become the leading treat destination and has long set us well apart from our competitors.

Yummology is all about defining Wendys as a treat destination that puts taste at the centre of everything we do and covers all aspects of our business, including:

- **Our people** who are experts in delivering the yummiest treats and experiences
- **Our products** which are best described in one way – YUM-O!
- **Our treat experience** which is all about creating a world of yum – taking customers to their happy place.

Creamy





The ultimate treat experience – YUM-O!



At Wendys we're all about taste and we're all about taking people to their happy place.

To do that, we have an extensive range of delicious treats and snacks.

Scoop ice cream has been a cornerstone of the Wendys offering for decades and our award-winning ice cream, developed and produced exclusively for Wendys, is a treat few can resist.

But scoop ice cream isn't the only treat that keeps our customers coming back. In fact, one of the reasons we're so successful is because our stores provide options to suit all tastes – there is something for everyone at Wendys.

In addition to a delicious selection of Supashakes, Smoothies and Chilla's®, our tasty Hot Dogs provide the perfect snack option for any time of the day.

Donuts and sundaes are just some of the other tempting treats on offer.

We also have a great range of not-so-naughty treats, with a number of healthier options available, including our 99% fat-free Chocollo® ice cream or our great-tasting, 98% fat-free Frozen Yoghurt.

A focus on innovation has always played an integral part in our success. A dedicated product development team is constantly working on new flavours and products that are designed not only to deliver strong results for franchisees but also to provide customers with increased choice.

At Wendys we know that everyone needs a treat now and then. Whether it's a decadent indulgence or a tasty snack, we believe in providing our customers with a range that means they're spoilt for choice.

In business for yourself, not by yourself

Owning a franchise should be about running a business for yourself, but not by yourself. By joining Wendys, you become part of a business system which offers comprehensive and ongoing support - all designed to maximise your potential.

When you join Wendys you'll have access to extensive support to help drive your business, including:

- A national advertising and promotions calendar
- A strategic marketing plan
- Local area marketing tool kits
- Public relations
- Information technology support

Advertising and promotions

As a national network, we have developed a strong brand position in an increasingly cluttered and competitive environment.

Keeping Wendys at the forefront of customer minds is an essential part of our success. To do this, we work with leading advertising and communications agencies to implement compelling advertising and marketing campaigns – all designed to achieve excellent cut-through within our key target demographics.

We maintain a strong presence in food, retail, business and local media through a focused public relations program and we assist our franchisees with tailored local area marketing campaigns.

Information technology

Wendys Private Website is a key resource for our franchise family. It contains a wealth of information and tools designed to make your life easier. In addition to our confidential Product, Operational and Local Area Marketing manuals, the site contains valuable business tools such as Wendys business planning and promotional plans. It also incorporates important news, promotional briefs and links to order merchandise, posters and vouchers online.

As a franchisee, you'll be given your own Wendys email address, enabling you to contact head office and to keep in touch with other franchisees.





A personal commitment

At Wendys we believe our franchisees deserve a lot more than an occasional visit from their rep for a chat and a coffee. Our commitment to you starts on day one.



Training

When you join the Wendys franchise, your first step will be to take part in our franchisee training program where you'll learn about the Wendys philosophy and business approach as well as how to operate your store.

The training program includes:

- Three weeks of in-store training with an accredited trainer (before your store opens its doors)
- One week at our National Support Office where you'll learn about the retail and management skills which underpin Wendys success
- Three days working alongside your Business Consultant once your store opens

We also provide ongoing assistance with staff recruitment programs and staff training,

including customer service training and other management service programs.

Customer service is a vital aspect of the Wendys business so an important part of your initial training will be learning how to retain customers, generate new business and how to differentiate your store to maintain a competitive advantage.

Business Consultant

Your Business Consultant is like a personal trainer for your business. Their role is to work with you to implement the Wendys standards, to give you advice and support and to provide ongoing feedback about how your store is performing. Your Business Consultant is there to maximise the potential of your business and will visit you regularly throughout the year to provide support and guidance.

Communication

At Wendys, we believe that trust and open lines of communication are an important part of establishing and maintaining strong relationships with our franchisees.

We distribute a regular newsletter and we keep in touch frequently via email to ensure our franchisees are always kept up-to-date with new products, price changes and supplier information.

Our Franchisee Advisory Council – made up of representatives elected by franchisees – meets with the Wendys management team quarterly to raise and discuss relevant matters.

What's more, our National Support Office is just a phone call away if you ever need further advice or information.

Smooth

The most important ingredient – our people



At Wendys, we know that our people are the most important ingredient to our success. While all of our systems are designed to maximise potential, it also takes an equal commitment from our franchisees.

Wendys franchisees take a hands-on approach to their business yet they understand the importance of following procedure and working within the Wendys system.

Our franchisees are friendly, outgoing and determined to succeed. They love making other people happy and they are always positive and enthusiastic. Our franchisees understand the importance of customer service and building strong community relations. They are strong team leaders and they relate well to their staff.

In fact, we often talk about our franchisees having pink blood – they live and breathe the Wendys brand; the outcome of which is almost always reflected in their success.

If this sounds like you, then you're already well on your way to meeting the needs of becoming a Wendys franchisee.





The taste of success



Taking control

**Andrea Zacharia, Wendys
Bankstown, New South Wales**

Having worked in the tax office for many years, Andrea Zacharia knows the true value of working in an environment that is all about making people happy.

The Wendys Bankstown franchisee also knows the value of being your own boss.

“When I finished working in the tax office I managed a school canteen for a couple of years until one day I questioned things – I realised I was working hard for someone else when I could be working just as hard for myself and seeing the benefits of the profits,” Andrea said.

“So I decided to look into buying my own business. A friend of ours owned a Wendys and it was largely based on his experience and feedback that I decided to become a Wendys franchisee.”

It's been seven years since Andrea made that decision – one that has proved more than successful with the mother of two recently purchasing her second store.

“When I started out in this business, I never imagined that I would become a multi-store operator,” Andrea said.

“I would say the best thing about Wendys is you always get the support you need. Every time you ask for something, you will get help – you just have to ask.

“The product is also outstanding. The quality and range certainly keep customers coming back.”

Yummer
lovin'

Passion for retail
**Desley Hable, Wendys Forest
Lake, Queensland**

After running a supermarket with her husband for several years, Desley Hable decided she wanted to do something on her own.

It took ten months of solid research to make a decision and, after two successful years as a Wendys franchisee, Desley knows it was time well spent.

"I was looking for a business that was easy to run, provided lots of support and enabled me to do it on my own," Desley said.

"I have a strong passion for retail and I love customer service so I was also looking for something that offered an opportunity to provide customers with a really good experience.

"Wendys provided all of that and I'm really glad I took this step."

As part of her research, Desley discovered there were three key things about Wendys that stood out from competitors.

"With Wendys there is very little preparation time – you can walk into your store in the morning and start trading within a matter of minutes," Desley said.

"There is also very little stock wastage and you turn product over very quickly.

"Lastly, and perhaps most importantly, Wendys is a forward thinking company. Not only is there someone to help you every step of the way, they are also dedicated to innovation and a focus on keeping relevant to our customers."



Yumalicious

Wendys



Driving growth

**Michael and Linda Robinson,
Wendys Yeppoon, Queensland**



Michael and Linda Robinson ran their own company for several years before realising they would see better results from a business model that enabled more of a focus on growth.

The husband-and-wife team now operates Wendys Yeppoon and, according to Linda, the decision to become franchisees was driven by a desire to devote more of their energy to driving turnover.

“When we were running our own company we had to spend a lot of time on a range of areas in the business – areas that didn’t necessarily have a direct impact on growth,” Linda said.

“With Wendys the systems and process that have been set up – and shown to be successful for 30 years – means that we can constantly focus on driving our turnover.

“It also means that our customers are always the priority. In turn, that has also helped us to establish two outstanding businesses with a loyal customer base.”

Linda and Michael, who were Wendys 2008 Franchisees of the Year, acknowledge that with franchising you do pay royalties.

“In return, you get the benefit of being able to focus your energy on growing your business rather than having to worry about the development of new products, appropriate marketing, the right promotions for the right time of year and much more,” Linda said.

“It’s certainly worth it and, with the systems all set up for you, you simply have to focus your energies on increasing your turnover.”

Wendys

Yummy



A proven system
Wayne Sanbrook,
Wendys Wagga Wagga,
New South Wales

After 12 years spent working late nights and watching stock end up in the bin at the end of every shift, Wayne Sanbrook knew that life as a baker wasn't for him.

The 33-year-old Wagga Wagga resident went on to start his own carpet cleaning business but soon after making that decision Wayne knew things still needed to change. So when an opportunity to buy his local Wendys came up, Wayne jumped at it.

"I had always wanted to run a Wendys, mainly because it looked like such a fun environment to work in. I also wanted to be able to work around my other job as a fireman, which was something I didn't want to have to give up doing," Wayne said.

"Since becoming a Wendys franchisee I haven't looked back. I feel very lucky – not only do I love going in to work everyday, the flexibility that comes with running this business means I have been able to continue working as a fireman, so I have the best of both worlds."

With no formal education or background in business, Wayne said a proven system was one of the reasons he chose Wendys.

"Wendys is a system that works – they give you all the tools and procedures and if you use them right you're well on your way to being successful," Wayne said.

"There is no stock wastage, it's a great environment to work in and you get all the support you need."

Wayne runs the store in partnership with his wife Anike and the couple were announced as the winners of Wendys 2009 Franchisee of the Year Award – a significant achievement after just 18 months in the business.

According to Wayne, Anike has also benefited from the decision to become a Wendys franchisee.

"Anike spends much more time with our two children and, in fact, we spend much more time together as a family – I certainly wouldn't change that for anything now."



Invest in a future with Wendys

Deelight

If you're interested in investing in a future with Wendys, here's an outline of the costs involved:

- New store cost – from \$85,000 (excluding GST)*. Please refer to page 3 for more information.
- Franchise service fee – 6% of sales turnover
- Marketing fund contribution – 4% of sales turnover
- Recommended net worth – Approximately 40% of total investment (unencumbered)
- Initial working capital – Approximately \$15,000 - \$20,000 (unencumbered)

*Please note that this is the range of costs for a new store. The sale price for a store from an existing franchisee can vary outside of this range.

Points to note:

- The store cost includes the upfront franchise fee (which covers you for your first 5-7 year franchise term), initial training, shop fittings and equipment.
- Stamp duty may be payable on the lease for the premises, the license to occupy and on the purchase of the established business, subject to relevant state legislation.
- The full range of fees and costs associated with the purchase of a new store or an existing franchise business are outlined in our Franchise Information Pack – Purchasing a New/ Existing Franchise Business, which is available after you have successfully completed the franchisee assessment process. We encourage you to read this document carefully.
- We also strongly recommend that you seek legal and financial advice to assist you in making your decision.

How will my store be built?

Our extensive retail experience plays an important part in the design process and Wendys store layouts are developed using the latest computer technology. Store layouts are finalised after a detailed research and refinement process. We work with experienced shopfitters to construct all our stores and we select the best available equipment, much of which is specifically designed to our specifications and requirements.

All this means you end up with an efficient working environment and a store which will result in an excellent customer experience every time.



The next steps to joining the Yum and Fun

step
1

All about you

The first step is all about us getting to know you... In other words our 'Franchisee Assessment Process'. This involves completing an Information Request Form and a Self Assessment Survey, both of which will be emailed to you and completed in full online.

Before beginning Step 1, please email the following information to our Franchise Recruitment Manager Mario D'Angelo at Mario.DAngelo@Wendys.com.au

- Your full name
- Your full address
- Your email address
- Your phone number (mobile and landline)

step
2

First interview

Once both of the online forms have been received and evaluated by the Franchise Recruitment Team, an initial interview will take place. This can be completed over the phone or 'face to face'.

This meeting involves Wendys learning more about you as well as you getting to know more about the Wendys franchise business. This allows for both parties to form opinions as to the overall suitability of the application.

It is important that the interview is attended by all parties to the proposed franchise business.

Once the interview has taken place, you will be notified within 72 hours whether or not you have successfully moved to the next stage of becoming a Wendys Franchisee.

step
3

Operational forms

At this point, provisionally approved applicants will be required to complete and return the following:

- Confidentiality Agreement
- Financial Position Verification
- Credit & Police Check
- Cash Flow Forecast
- Business Plan
- Letter of Bank Approval confirming finance approval

The completion of this questionnaire will assist the Franchise Recruitment team in further assessing your application.

Provided you are successful, upon receipt of the Confidentiality Agreement, we will send you the 'Wendys Information Pack' which contains further details on Wendys franchise system that may be used in obtaining legal and financial advice.

step
4

Contacting Wendys Franchisees

It is important that you take the opportunity to learn more about the Wendys franchise business from our existing partners.

We encourage you to speak to a minimum of three franchisees to get their view on what it is like owning and managing a Wendys store and what they think of Wendys in general.

This crucial step forms part of your due diligence in researching about the Wendys Franchise business.

step
5

The In Store experience day

The instore experience day is an opportunity to ensure that as a potential Wendys franchisee you are not only the right cultural fit but have the necessary motivations and ambitions to become ambassadors for the Wendys brand as well as store operational leaders.

This is a great opportunity to experience first hand what it is like in our Wendys stores. This day is conducted in one of our Accredited Franchise Training stores.



Second interview

This interview is conducted between yourself and the Franchise Recruitment Team.

This meeting will only take place once you have completed all the previously outlined steps and you feel confident about joining the Wendys Team.

The meeting will be held at either Wendys National Office in Adelaide or your home state capital. Final approval will be given within 72 hours.



Training

The Wendys Training Program is full time for 4 weeks and consists of 3 weeks in a training store and 1 week at Wendys National Office in Adelaide. The training fee includes your accommodation; however you must cover the travel costs.

The training is usually scheduled 4-5 weeks prior to your store handover. This allows for the information you have learnt to still be fresh in your mind when you take over your store.

For new stores the training program is included in the startup cost.



Owning your own store

Once you have successfully completed the training program you will become part of our Wendys team and take over your store to start serving your Wendys Customers!



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**For all sales enquiries please
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www.wendys.com.au