



**FRANCHISE
OPPORTUNITIES**

Jesters **NO
ORDINARY
PIE**

03

Our Story

05

Our Product

06

Our Brand

08

Experience
Jesters

11

Why Jesters?

12

What Else?

14

Are you a
pie-oneer?

15

FAQs



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03

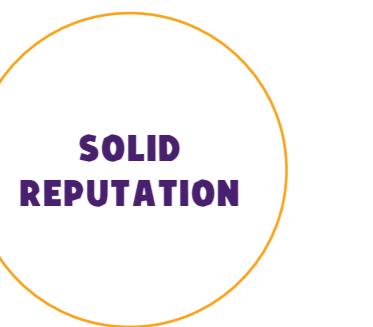


NO ORDINARY PIE

JESTERS PRODUCT OVERVIEW

NO, REALLY.
OUR PIES
ARE...

- MADE FRESH IN STORE ALL DAY
- WRAPPED IN ULTRA THIN PUFF PASTRY
- COOKED IN OUR UNIQUE JAFFLE PIE MAKERS
- MADE WITH 100% LEAN CHICKEN BREAST
- FILLED WITH PREMIUM WA BEEF
- FEATURING CHEF INSPIRED FILINGS



FRESH PIES AND A FRESH FOCUS

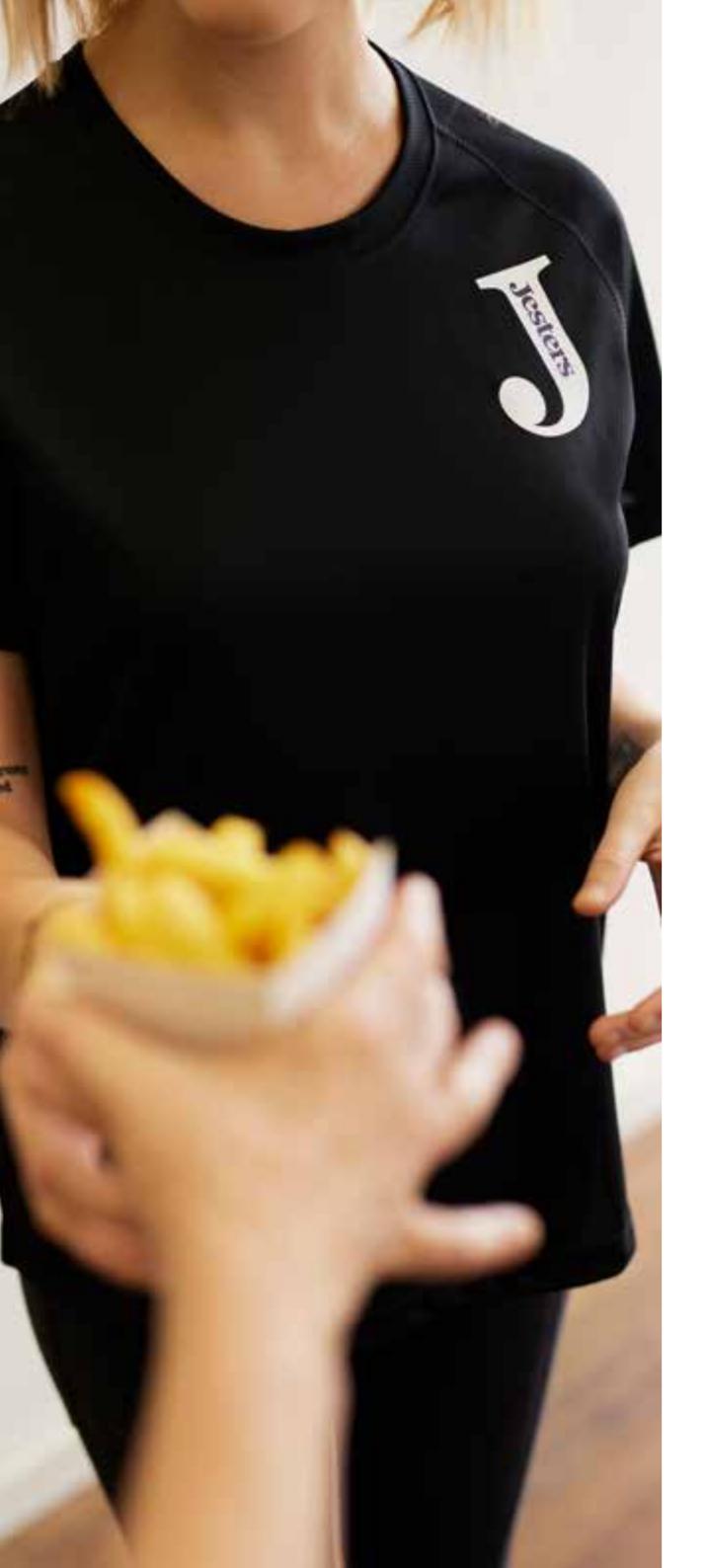
It's an exciting time at Jesters!

We have always had a unique, quality product - and now we are focused on presenting it in a way that does it justice.

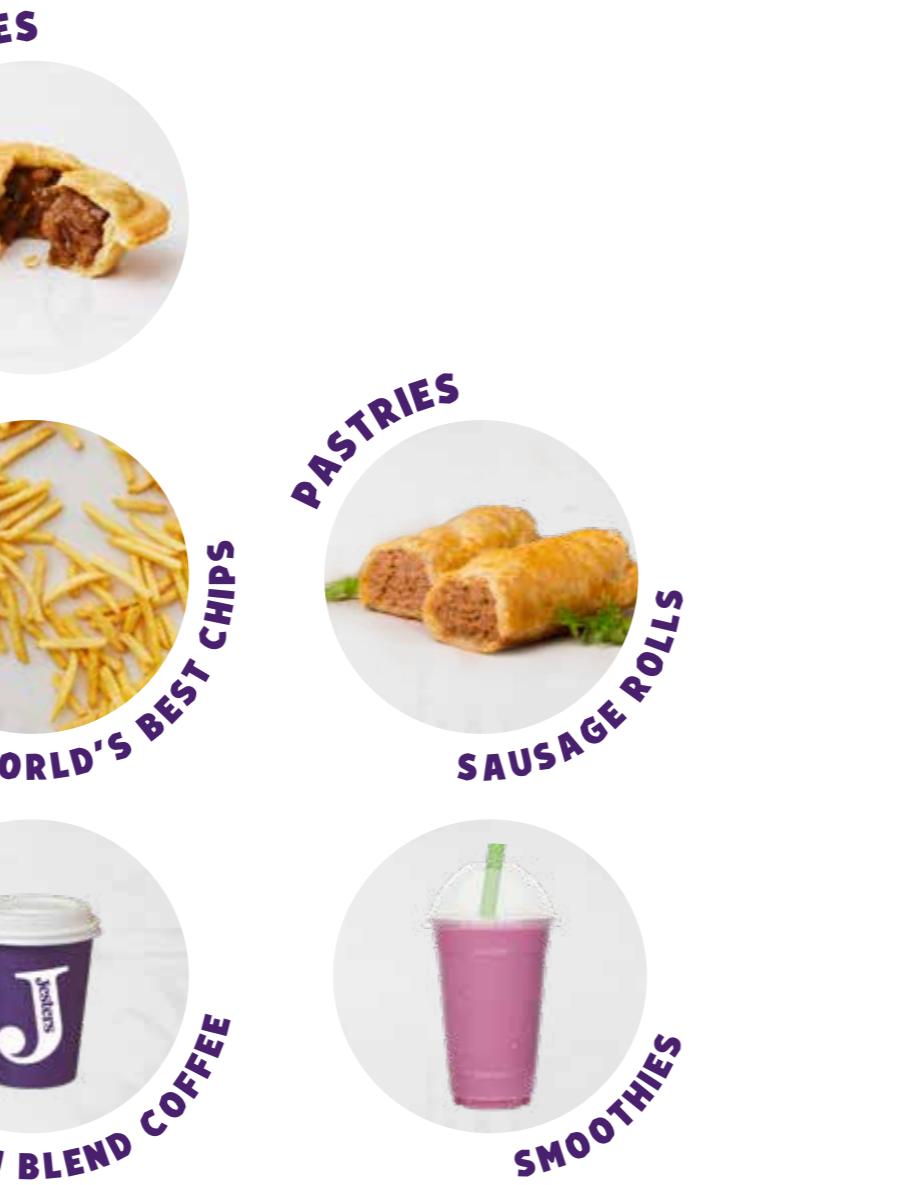
Our Fresh Focus is about keeping the Jesters brand at the forefront of our communications to customers - both in-stores and with our valued franchisees.

We're designing our new stores to appeal to a broader market, whilst remaining all-inclusive - from children to grandparents and everyone in between.





THE JESTERS EXPERIENCE



OBVIOUSLY THE PIE IS HERO AROUND HERE

At Jesters, we're just as proud of our amazing coffee, ridiculously-crunchy chips, and our range of irresistible pastries and sausage rolls.

Our complimentary products bring in just as many customers as our pies - not to mention, we practically have a cult following for our "World's Best Chips".

Now to add the perfect sweetener - yes, we're always on the lookout for, or developing our own, new products to add to our repertoire.

It truly is an exciting time to be a part of our team, for so many reasons.



WHY JESTERS?



Possessing a simple business model with delicious results, Jesters is Western Australia's largest specialist-pie retailer.

- ESTABLISHED BRAND (1997)**
- GREAT BRAND RECOGNITION**
- 70+ LOCATIONS ACROSS WA + NZ**
- SIMPLE BUSINESS MODEL**
- LOW WASTAGE OPERATION**
- GROUP BUYING POWER**
- EXTENSIVE TRAINING PROGRAM**
- ONGOING SUPPORT**
- INTEGRATED POINT OF SALE SYSTEM**

WHAT ELSE IS ON OFFER?

BOXX BRANDS IS ABLE TO OFFER MORE

Two iconic brands in one location.

What's more powerful than one franchised brand?

As custodians of both Jesters and Croissant Express, Boxx Brands are developing dual branded locations.

Two revenue opportunities - one business.



HAVE YOU GOT WHAT IT TAKES?

YOU WOULD NEVER HAVE GUESSED IT FROM OUR NAME, BUT AT JESTERS, WE LIKE A LAUGH

We're always upbeat and a whole lot of fun - and we want to put a smile on all of our customers' faces, in the same way we have been for over 25 years.

If you think you fit in with our philosophy and have what it takes to own and run a franchise business, then we want you to become part of our Jesters family.

Control your destiny and start your own *EmPIere* today.

FREQUENTLY ASKED QUESTIONS

WHAT QUALITIES SHOULD A JESTERS FRANCHISEE HAVE?

You will need to be motivated and excited to promote your products and inspire those around you. You not only need to love great pies and coffee, but be able to serve them efficiently to an increasingly busy consumer.

WHAT IS INVOLVED IN BEING A JESTERS FRANCHISEE?

Owning your own franchise is a hands-on job; from recruiting staff to serving customers, making pies to closing up at the end of the day. Not to mention stock ordering and doing wages, just to name a few. It's all part of running a successful business. Don't worry though, we are right behind you to support and guide you.

IS PURCHASING A FRANCHISE RISK-FREE?

Purchasing a franchised business allows new business owners to reduce risk when compared to purchasing an independent business. Franchising offers the opportunity to access management experience, training, marketing, supplier relationships and other benefits that come with an established franchise system. However, no business is without risk and it is important that all new franchisees take steps to educate themselves before making the decision to invest.

BEFORE ENTERING THE JESTERS FRANCHISE SYSTEM, SHOULD I SEEK INDEPENDENT ADVICE?

Under the Franchising Code of Conduct, all franchisors must advise a prospective franchisee that they should obtain independent legal, business and accounting advice. Jesters insists that these advices are obtained before we will enter into a franchise agreement.

DO I NEED PRIOR EXPERIENCE IN THIS TYPE OF BUSINESS?

While previous food experience is not seen as a necessity, a commitment to devote your full attention to the business is considered as essential. Applicants will need to be passionate, hard working and diligent, especially with regard to customer service, food preparation, OH&S and small business accounting.

WHAT IS THE COST TO OPEN A FRANCHISE WITH JESTERS?

Our franchise model is based on a 6% turnover royalty and 5% turnover advertising contribution. Establishment costs differ from site to site and range from \$250,000 to \$400,000*. (*Correct at time of printing)

WHAT WILL BE MY RETURN ON INVESTMENT?

Calculating the return on investment before a business commences is difficult because of the variables involved, and we can't guarantee a level of return. Jesters is committed to assisting its franchisees establish and grow their business. The profitability of a business however is often reliant on the commitment and contributions of the owner.

DO YOU HAVE OPPORTUNITIES FOR MULTI-SITE DEVELOPMENT?

Yes. We have several franchisees who own more than one store. We prefer franchisees to commence with one store and grow to multiple sites, but for exceptional candidates we will discuss a development territory.

WILL I BE ABLE TO SELL THE BUSINESS IN THE FUTURE?

Yes, the franchise business is yours to sell. The franchise agreement sets out the requirements for a sale and the prospective buyer will need to go through our standard recruitment and selection process.

I AM DEFINITELY INTERESTED IN A FRANCHISE OPPORTUNITY. WHAT DO I DO NEXT?

Apply via www.jesters.com.au

