



**FRANCHISE  
OPPORTUNITIES**



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**JESTERS.NZ**

### **OUR COMMITMENT TO QUALITY, FLAVOUR AND FRESHNESS IS WHAT LED TO OUR UNIQUE WAY OF COOKING PIES**

Jesters opened its first store in Claremont, Western Australia in 1997 on the philosophy of producing specialist freshly-made pies in under 10 minutes.



**NO  
ORDINARY  
PIE**



## JESTERS PRODUCT OVERVIEW

**NO, REALLY.  
OUR PIES  
ARE...**

**MADE FRESH  
IN STORE  
ALL DAY**

**MADE WITH  
LEAN CHICKEN  
BREAST**

**WRAPPED IN  
ULTRA THIN  
PUFF PASTRY**

**FILLED WITH  
PREMIUM  
BEEF**

**COOKED IN  
OUR UNIQUE  
JAFFLE IRONS**

**FEATURING  
CHEF  
INSPIRED  
FILLINGS**

**SOLID  
REPUTATION**

**FUN AND  
INTERESTING  
BRAND**

**QUALITY  
PRODUCT**

## **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

**JAFFLE PIES**



**WORLD'S BEST CHIPS**

**PASTRIES**



**SAUSAGE ROLLS**



**J BLEND COFFEE**

## **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 New Zealand's largest specialist-jaffle pie retailer.

**ESTABLISHED  
BRAND  
(1997)**

**GREAT BRAND  
RECOGNITION**

**65+  
LOCATIONS  
ACROSS  
NZ + AUS**

**SIMPLE  
BUSINESS  
MODEL**

**LOW WASTAGE  
OPERATION**

**GROUP  
BUYING  
POWER**

**EXTENSIVE  
TRAINING  
PROGRAM**

**ONGOING  
SUPPORT**

**INTEGRATED  
POINT OF SALE  
SYSTEM**

**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 Empire 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 franchised 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.nz](http://www.jesters.nz)

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brands