

Wokitup!

noodle bar



Franchise Info Pack

GUNGAHLIN

Ph: 02 6241 3838
Shop 4/46 Hibberson Street
The 'G', Gungahlin ACT 2912

BELCONNEN

Ph: 02 6162 3939
Shop 6/102 Emu Bank
Belconnen ACT 2617

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Introduction

Why buy a Wokitup franchise? The answer to this is easy.

Buying a Wokitup franchise means that you don't have to learn how to operate a new noodle bar business the hard way and you are provided with ongoing support from day one.

Our menu consists of a wide range of deliciously unique flavours which is why our customers vote our product as far superior than competitors. Unlike many new entrants to franchising, our products and business model have been tested for a number of years and is proven to be successful.

Wokitup now offers a fantastic opportunity to become part of a growing company and to join the road to success. We offer a Loyalty Rewards program and provide discount offers to our customers.

When you experience Wokitup, you will agree with our slogan...



“YOU CAN TASTE THE DIFFERENCE.”



Induction, Training & Support

You can be rest assured that a Wokitup Head Trainer will be with you every step of the way throughout your training program.

- Training checklists are used to ensure that you and your team are confident with the store operations and management requirements prior to opening and training is also provided once your store is open.
- Each franchisee is issued with a Store Operations Manual which will contain vital information on the day to day operations of your store.
- Our support team is available to assist with any queries and questions by means of telephone during store operating hours or alternatively, you can email us.
- In the event of an emergency, an after hours emergency contact number will be provided.



Store Setup & Promotions Launch

The Wokitup Support team will ensure that you have all of your requirements needed to establish a franchise that is successful. This includes negotiations on sites, initial stock requirements, signage and assisting with the promotional materials used for the launch of your new store.



Marketing Support

As part of your advertising fund, each franchisee will receive ongoing marketing support that will promote brand awareness nationally. A LAMP (local area marketing plan) will be required by all franchisees to promote their own individual store. Assistance with your LAMP will be provided as we endeavour to bring out the best potential for all stores.



Uniforms

At Wokitup, we have uniform requirements in place in order for all of our crew to look neat, tidy and professional as we believe that first impressions last and therefore, **presentation to us is everything.**

OUR POLICY IS – EXCELLENT PRESENTATION IN STAFF



Potential Franchisee FAQ's

Q: What is my initial investment?

A: Initial investment \$250,000 - 300,000 + gst
(dependant on size and location of site)

Royalty Fee 6% of gross sales

Marketing Fee 3% of gross sales (2% group + 1% local)

Q: How much income will the store generate?

A: Due to the significant number of variables affecting the profitable performance of each individual franchise, we can't give an accurate indication of what turnover you can expect from your operation of a Wokitup franchise.

Once we have received your Application Form and after the initial interview, we release a Confidentiality Agreement to you. Following the execution of a Confidentiality Agreement, historical sales turnover figures of the existing Wokitup stores may be disclosed to you.



Q: Do you provide training?

A: Yes. This cost is included in the initial investment.

We will provide 4 weeks of training prior to opening in an existing store and then 2 weeks of training in your store.

This training, as well as material provided to you in the Operations Manual includes information on recruitment, product, suppliers, customer service, financial reporting and marketing tips, and will therefore provide you with the necessary skills to assist you in your business venture.

Q: Am I required to work in the store?

A: Yes. At Wokitup, we believe that the most successful franchises are those which are run by the actual owner of the store. We also believe that the best head-start you can give your business is to commit yourself to it so as you can fully understand every aspect of the operation. Therefore, the franchisee is required to work in the business for the first 12 months on a full time basis (minimum 40 hours per week).

Q: What is the recommended location size and ideal location?

A: 60m²-80m². Locations should have high visibility, easy access to parking lots, heavy blue & white collar worker makeup in the community and no over abundance of competition in the trade area.

Q: Which sites are available?

A: We currently have a number of exciting opportunities available throughout the ACT and NSW.

Q: How long will it take to open a store?

A: Once a location has been secured and the construction permit has been issued, the fit out period will usually take 4-6 weeks. However, the timing of your store opening is completely dependent on timings required under the Franchise Code of Conduct for you to become a franchisee; handover and lease commencement dates outlined in the lease, time to build your Wokitup Noodle bar and your successful completion of our training program.

Q: Is it possible to pursue multi-site franchise opportunities?

A: Yes. However, there is a comprehensive Multi-Site Assessment process that you will be required to under-go to be approved as a Multi-Site Wokitup Partner.



Franchisee Application Form

Now it's as easy as filling out the Wokitup Franchisee Application Form, to getting one step closer to becoming a Wokitup Franchisee! Once you have printed off the Franchisee Application Form from our website and completed all the information required, please **fax to 02 6241 4343**. We will respond to your application within 48 hours of receiving it. For any enquiries, please **call 02 6241 4343** or email **info@wokitup.com.au**



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