

APPLYING KNOWLEDGE FROM PREVIOUS FRANCHISES: HOW THIS PAIR LEVERAGED THEIR EXPERIENCE TO SUCCESSFULLY RUN 2 SNOOZE STORES



Steve and Irene own two Snooze stores: Marion (SA) since 2015, and Chadstone (VIC) since 2016. Steve was initially approached by Snooze to run training workshops for its franchisees as a business consultant, having also previously been a successful franchisee in a different industry. Steve and Irene decided to become Snooze franchisees once they became familiar with the business model through his consulting work.

Using previous success to embrace a new challenge

An important part of franchise ownership is to set yourself targets and work towards them.

The Marion and Chadstone stores were not strong in their performance when Steve and Irene took them over, but they saw this as a challenge and sought to make the stores more profitable using their previous franchise and business expertise. They used their intrinsic focus and drive to give the stores the love and attention they deserved, which ultimately converted to better sales.

Steve says, “the highlight of the franchise experience has been the ability to prove to ourselves that we can take a business and make it work by putting the right systems in place”.

Applying prior franchise experience in a new environment

Steve and Irene acknowledge that it was a challenge to initially come into Snooze as new franchise owners, particularly when it came to evaluating the performance of these existing Snooze stores and staff members.

This meant shuffling around some of the team members in order to maximise their potential within the business, matching the right people with the right role.

“We took a couple of (team members) that had been working behind the counter and put them into the warehouse because they were more suitable to an admin role instead of a selling role,” says Irene.

In all, it took some adjustments to result in an overall big change for both the Marion and Chadstone stores.

Finding the right support staff

Melbourne-based Steve and Irene first joined the Snooze franchise team by taking on Marion, a store in Adelaide. They admit that the first couple of months were taxing, as they juggled frequent visits to Adelaide.

Now, however, they believe they have employed the right store managers and team to help them with all of the day-to-day management tasks, reducing the need to visit quite as often. This was particularly helpful when the couple took on their second store.

As Irene says, “(Our) store in Adelaide is now self-running. We have 2 fantastic managers over there... we go over about every 5-6 weeks now and it’s just brilliant.”

Recognising the value that a franchisor brings

Steve and Irene acknowledge that – for all of their experience – there are some areas of business ownership that they are not as knowledgeable in, and that is why they choose to be involved in franchises.

“The benefit of being a franchise partner with Snooze is that the franchisor does tick a lot of the boxes for areas that we don’t have expertise in. They pick the site, they do the store layout really well, they provide the product ranging, and they do the marketing,” says Steve.

They recognise the pivotal role that the Snooze support centre plays in a successful franchise, embracing the assistance that is provided. Without that, they might not have been able to achieve the same levels of success that they have.

“We’ve taken on 2 stores and both have become very successful. So that’s been a challenge but also a big tick and a big highlight for us to be able to say that we’ve made it work,” says Irene.

For the full interview go to snooze.com.au/franchising, or for more information about becoming a Snooze Franchise Partner, contact Bettina Davis Bettina.davis@snooze.com.au | 0423 077 844

IT’S AMAZING WHAT A LITTLE SNOOZE CAN DO
www.snooze.com.au/franchising

