

KEEPING IT IN THE FAMILY: HOW DO THESE SNOOZE FRANCHISE OWNERS MAINTAIN A WORK/LIFE BALANCE?



Husband and wife team Tom and Marthese have run the Alexandria store, a top performing Snooze store in Australia, since December 2010.

Tom worked in warehouse logistics before deciding to embark on his franchising journey, bringing wife Marthese along with him. Pairing up with a spouse might seem like a challenge but, for this dynamic duo, it has helped them grow their business from strength to strength.

Maintaining a work/life balance

“Having a store and a family means that we are juggling a lot of balls and we are running around a lot - we have 4 kids and they all do sport, and they all require time,” says Tom.

Owning a franchise as a family is certainly not for the lazy. Tom concedes that they are always ‘on’, and that they need to constantly be on top of everyone’s schedules to ensure that nothing is missed, whether it be for the store or for the family.

“When (one of us) has a time restraint or there’s lots of activities, (the other) needs to step up and do what needs to be done,” says Marthese.

Communication is key in this family’s approach to a work/life balance, and as long as they are able to work through family and work schedules together, they ensure that they have enough time to relax, both individually and as a family.

Working as a family unit

“The benefit of working together is that we understand what each other is going through... we keep doing it because we find it very satisfying. The typical day needs to have structure - we know who’s where and where they need to be.”

Along with the benefits of working with a spouse, however, can come challenges, as managing social engagements and holidays is made more difficult when also trying to run a successful business together.

“It actually makes it harder because there are 2 of us that need to leave the business at the same time if we are going to spend time with the family... so they are often short breaks.

We try to have many short breaks however sometimes things just don’t go to plan,” says Marthese.

Marthese concedes that the needs of the business sometimes have to come first before family time, and this can be a struggle; however, it is about finding a good balance. For this family it means taking more frequent, shorter holidays as opposed to long stints.

Hard work and performance

Marthese is a top sales performer, despite only working part time. She credits her success to her passion for the brand and the store.

Top performing Snooze stores often attribute their sales success to a strong presence of the franchise owner in-store. Franchise owners are encouraged to spend time in-store to ensure that they remain in touch with their customers and the sales process, as well as keeping their stores in immaculate condition.

The franchise community as a family

Tom and Marthese see some of the Snooze franchise owners as an extension of their own family: they celebrate business victories together; however, they also act as a shoulder to lean on in tougher times. It is this sense of community that fosters a supportive environment for Snooze franchise owners.

As Marthese says, “The franchise community is definitely a community. We all liaise. We all get together. It’s good to be around people who understand the business, their struggles and their rewards. It’s great to see other franchisees doing really well. We all love the brand.”

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

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