



FAQ

How Much money will I make?

The short answer is that depends on you. We can't predict what a franchisee is going to earn, however we can tell you that we have a great business with a sought after product. We also know that the greater the sales, the greater the profit margin as many of our cost are fixed. Keep in mind we do care about your success. The better you do, the better WE do. We are here to help you succeed

What do I get for my franchise fee?

Everything you need and more! You get the right to operate as a The Cupcake Desire franchisee in an exclusive franchise territory for a period of 5 years with another 5 year option to renew. You will register your own business called The Cupcake Desire with the territory name attached to it, for example The Cupcake Desire Southbank wherever your main suburb territory is. If you opt to renew in 5years there are no additional franchise charges. For your franchise fee you also receive all the training you require and operational, marketing and other support you need to operate your business.

Why do I need to pay a refundable deposit before I have examined the business fully?

Providing all the information you need to evaluate the opportunity and making the right decision for you requires a lot of time from a lot of people. So we need to know that you are genuinely serious about the opportunity. Rest assured however, that your deposit is fully refundable should you decide not to proceed, no questions asked.

What type of work will I be doing?

The Cupcake Desire is a Bakery & Cafe business. All our cupcakes, cakes, are made fresh and delivered to your shop. So your main focus is preparing Sandwiches, Toasties, pies, serving Ice-creams and simply providing an excellent customer service.

What skills and experience do I need?

You do not need any experience, degree or certificates however it is a people business so you will need to enjoy and be good at working with people.