



The Cupcake Desire

Franchise Information Pack

Will the next
store be yours?



FRANCHISING
NOW



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Welcome To The Cupcake Desire

Have you ever wanted to own your own business but didn't know how to do it?

Do you have the drive to succeed and the desire to be a part of something really amazing?

Welcome to The Cupcake Desire

The Cupcake Desire is looking for dedicated owner operators to help us take our fantastic products to the masses.

We want people to join us in our mission to be the premier treat destination in Australia and around the world which we will achieve by ensuring our product is as fresh as possible and made to a high quality standard.

Our service is always friendly and helpful and the atmosphere in our stores is fun and inviting.

Our dedication to provide the best possible experience and the best possible product for our customers will ensure these customers make "The Cupcake Desire part of their life".

*Why not become part of this
successful and unique brand?*



A little bit about us

The Cupcake Desire was established in 2011 by husband and wife team Abhishek and Rupal.

“When we first started the business we had no idea just how popular cupcakes were becoming in the USA and that the same interest would be experienced here in Australia”.

The cupcake craze is continuing to increase at a phenomenal rate and The Cupcake Desire is leading the way in the revolution.

From birthday parties to corporate events and weddings, everyone is using cupcakes to celebrate. All of our cupcakes and cakes are baked fresh every day. We have over 19 different flavours and use the finest ingredients, which are all natural with no artificial preservatives.

Cupcakes are not only for special occasions, they are also a main revenue driver with many people choosing a cupcake and coffee combo as they walk past these irresistible treats.

The Cupcake Desire saw an opportunity to be the number one choice when cakes are sought and plan to continue being the first choice when people want a treat.

The edge we have over our competitors is that we have a distinctly recognizable brand, an excellent quality product and the ability to take our customers out of the worries of the day and into a warm and friendly place where they can relax and enjoy being with friends and family.





What are we looking for?

We are looking for people who are dedicated, with a drive to succeed and a passion for our brand and products.

We are looking for people who are willing to be hands on in the running of their business as this ensures an efficient operation that can perform to its best.

We are looking for positive people who enjoy welcoming and talking to customers and contribute to their positive experience of The Cupcake Desire.

We are looking for Ambassadors for The Cupcake Desire brand who want to join us in our mission to be the premier treat destination in Australia and the world.





Why you should become part of The Cupcake Desire

There are many reasons why The Cupcake Desire should be your choice of franchise

The Product Offering

When you bite into any of our cupcakes, they will always be fresh and noticeably made from scratch, using real ingredients like butter and sugar.

The cupcakes themselves are irresistible, but remember you also have cakes, drinks and sundaes, ice-creams, and sandwiches as part of your menu. In fact, we have our very own unique blend of coffee, which is 100% Arabica and got lemon like brightness with stone fruit and a light cocoa flavour.

Our brand

We have developed our brand to be friendly, unique and well recognised. Just ask any of our thousands of Facebook fans!



We also have a solid online presence with our website
www.thecupcakedesire.com.au

The Revenue

The revenue generated from a single store can be quite substantial. We are not your everyday run of the mill coffee shop, which happens to sell cupcakes; we also supply large corporate events, weddings, birthdays and any other special occasion. Imagine combining the revenue from a café and a wedding cake store!



Why you should become part of The Cupcake Desire

4 Our design

The design of our stores creates a whimsical experience that lures customers in and provides them with an unforgettable experience. We also design our stores to maximize the experience of the cakes so the cupcakes practically sell themselves.

5 Our locations

The Cupcake Desire only opens stores in the most superior locations and do not require a large footprint, hence, you can keep your overheads down while maintaining high sales. Some of our highest performing stores are the smallest ones.

6 Our Resiliency

As the products we sell are relatively low cost, we can have comfort that we are quite resilient in economic downturns and sell well in times of prosperity.

7 Ease of Operation

We produce the cupcakes and deliver them to you, so there is no cooking involved for your, just lots of energy and a friendly face to tackle the crowds. You don't even need to have previous experience in retailing as you will be trained in everything you need to know.





A Day In The Life of ...

So what could you expect from your day when you are a franchisee of The Cupcake Desire?

- ✓ Your cupcakes will be delivered to you first thing in the morning and you will set up your display ready for the opening of your store.
- ✓ When the doors open you will be greeted by some regular customers who like to get their morning coffee, Breakfast from you and discuss what their plans are for the day.
- ✓ Then comes the morning rush with people on their way to work. Coffees are made and cupcakes are put in boxes. Many customers are getting assorted dozen boxes to take to their morning tea, while others are getting a maxi for a co-worker's birthday.
- ✓ The stream of customers becomes steady then with passing shopper's getting excited by the cupcakes and Ice-creams in the window, and some workers holding a meeting in your shop over a cupcake, coffee or a delicious breakfast/lunch.
- ✓ You get a future bride walking in to discuss options for her wedding cake and a girl looking for a cake for her 21st. You take these orders and process them, knowing that you are taking part in someone's special day.
- ✓ You then get your lunchtime rush and home time rush and by the end of the day you have a couple of trays of cupcakes remaining and a sense of satisfaction because you know that you saw many happy and excited customers who will return again.





7 Steps to Franchise Ownership

Evaluating if this business opportunity is right for you is a simple yet thorough process and allows you and The Cupcake Desire to fully discover what will be involved in our partnership. From start to finish the process should take around 10-14 weeks. The steps are as follows;



You express your interest by phone or email



You complete the application form and confidentiality agreement



We meet to answer each other's questions and establish a direction in moving forward



You provide a territory holding deposit which is fully refundable, but is a show of faith that you are truly interested in a The Cupcake Desire franchise



You conduct a comprehensive due diligence and discovery where we both look further into specific areas of the intended franchise relationship including typical operating costs. You are given the Franchise Agreement and Disclosure Document to review



If your due diligence is positive and you decide you want to join the The Cupcake Desire team you enter into the Franchise Agreement. If not we refund your territory holding deposit



Once appointed we organise The Cupcake Desire induction and training. We give you everything you need, teach you the ropes and get you up and running



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.



The Next Step

Once again, we appreciate you taking the time to look at our business opportunity.

If you like the sound of what you've read so far the next step is to complete and return the Franchise Application Form and Confidentiality Agreement.

By completing these documents all you are committing to is finding out more information about the opportunity – nothing more. If you are serious about owning your own easy to operate The Cupcake Desire franchise we would love to hear from you.

Please send your completed forms to:

Kevin Bugeja Franchise Recruitment Manager

✉ kevin@franchise4u.com.au

☎ 0412 511 630 or 1300 549 200

