

CAFÉ BAR AYER FRANCHISE

Following the great success of the Ayer Almuñécar opening, we have decided to franchise the Ayer concept. *A very modern concept with an old theme.* One thing is for certain, Europe loves coffee, put together with an innovative menu and very realistic pricing structures and you have the basis of a very successful business.

We believe the three key elements to achieving a successful franchise could not be simpler –

a good concept,

a good retail location

a good operator.

A certain degree of flexibility with the formula is also important. Without a doubt, thriving franchises like Ayer are run by successful people, or those with the potential to succeed. We give you the support and training needed then it's up to you.

Having a strong brand is essential in today's modern commercial world. The strength of the Ayer brand can be seen in every aspect of the business –

Our aim is simple:

To offer a quality franchise, in great surroundings, through exceptional people with profitably for the long term.

The Franchise

Local industry knowledge

- We understand the dynamics of operating a successful food & Beverage service business.
- We have the knowledge of the local market, including relationship with local suppliers.
- We have the Ability to grow the concept into a nationally/provincially recognized brand.
- We Have a Clear strategic plan.
- We Have Experience in winning customer loyalty.

Access to Property

- Knowledge of local property markets to advise on location. Or fine tuning existing location.
- Details of your company structure & ownership
- An outline copy of your business plan for delivery of site, to include management structure, size of opportunity (sales) and sources of capital.

The Franchise Package

We will work with you to establish Ayer in your chosen location. And when you have successfully launched and operated your first store we will work with you to exploit the right regional opportunities within your territory.

As an Ayer Franchisee you will have a significant business which will require the right infrastructure and team in place to support it.

Nothing has been left to chance and our combination of experience and know how will enable our Franchisees to operate to the very highest of standards. Our operational blueprint will enable you and your teams to hit the ground running, allowing you to focus on the overall development of the business.

From identification, through to the training of you and your people, we will support you with real "hands-on", practical advice.

Financial Information

Of course, your investment won't be purely one of time and effort as we will also ask you to make a financial commitment. The Initial deposit of 19,500 euro secures the franchise. We then enable project management, assistance and on site training to commence (Please see Franchise package inclusion for detailed items). Within the program period prior to completion of branding, placement and final training the balance of 36,500 euro is paid in full, Any extras will not be due until the end of the new franchise completion and only items agreed by both parties prior to execution. E.g. specific artwork required as decoration.

If you decide to register your interest in this opportunity we will naturally share with you the key financial and commercial details as part of the recruitment process. We want our Franchisees to have realistic and achievable plans in place.

Our Support

A key feature of the Ayer Franchise package is the support that we put in place:-

- Store Designs, Branding and Dec-out - we actively encourage our franchisees to use the Ayer designated project manager to deliver the highest standards. We prefer our Franchisees to focus on the development and completion of the site on time and with total confidence.
- Product Supply – All required consumables will be sourced locally and delivery logistics minimized to ensure rapid product replacement..
- Full Training - all Franchisees will benefit from a customized package of training both prior to launch as well as on an on-going support basis. Training will focus on retailing skills, product knowledge, Kitchen competence and training your Baristas to produce only the best coffee.
- Operational Franchise Support - we provide our Franchisees with full management information that will help to develop the business, as well as "Ayer Check", a documented brand audit that will ensure Franchisees operate to the highest standards.

The key focus for Ayer is to ensure that when the time comes to launch - we don't just walk away from you and expect you to get on with it. Our training and support programmes are impressive and will focus on developing a close working relationship with you and your team.

Franchise package inclusion

- Consultation & site survey, Compatibility & Structure study (General meeting and set up plan)
- Program of works (estimated refurbishment or re-fit time scale assessment and costing).
- Material & Equipment sourcing.
- Branding & Menu formation (window graphics, Menus, T-shirt printing, Business card and stationary template supply).
- Organization of material and equipment delivery (ensuring all materials ordered by us arrive according to program).
- Exterior canopy with Ayer signage.
- Full decoration package according to Ayer colour schemes, labour and materials supplied.
- Picture and photo supply.
- Complete Coffee/Beverage course (Approx 2 days at Ayer Almunecar).
- Complete menu course including all menu items (approx 3 days at Ayer Almunecar).
- Final survey and in-house opening assistance.
- Complete working A-Z reference manual.
- Web site design and live placement.
- Press release of pending opening in local newspaper or magazine.

Franchise package exclusions

Whereas we endeavour to include every aspect of our Ayer concept, the following items are not included within the franchise package.

- Operating premises – lease, rental or purchase.
- Licenses and Taxes – obtaining required license and any payable local Taxes.
- Supply of building materials, machinery, furniture other than stated in inclusion list.
- Stock.
- Advertising – Owners responsibility to organize advertising.

We sincerely hope that your dream will become a reality, With the Ayer franchise you have chosen a group that are personal, knowledgeable and successful. The package is priced very competitively and includes a very high level of personal help and experience. The success of your Café Bar Ayer is ultimately down to you but we will give you the best opportunity within this industry.

CALL STEVE LAW ON 0034-687873204

**OR E-MAIL VIA THE AYER WEB SITE TO REGISTER YOUR INTEREST -
info@cafebarayer.com**