

HUNGRY FOR SUCCESS?

BECOME A BK'S FRANCHISEE!



Seriously good burgers and much more...

WELCOME TO BK'S



ABOUT BK'S

BK's Takeaway brings the best of Australia's favourite takeaway food to regional locations all over Australia. We specialise in hot and tasty food – ready to go!

As you travel the great highways of this country, look out for your local BK's and enjoy high quality food and friendly service at great prices!

BK's is the home of the Brendan Burger! made famous in Gippsland where BK's launched almost 15 years ago. The Brendan Burger! is the biggest, most amazing burger in Gippsland – and now you can enjoy it wherever there is a BK's store!

BK's Takeaway has built a strong, loyal following. We see many of our customers every day or on every trip down the highway.

BK's is also a well-established franchise business opportunity.

Your own store is ready
and waiting! **APPLY NOW!**



**OPERATING YOUR OWN BK'S
STORE WILL HELP YOU:**

**TAKE
CONTROL
OF YOUR
FUTURE!**

**SATISFY YOUR
HUNGER FOR
SUCCESS!**

**CREATE THE
LIFESTYLE
YOU TRULY
DESERVE!**

WHY A BK'S FRANCHISE IS PERFECT FOR YOU!

We understand that choosing a franchise opportunity is an important business and lifestyle decision. We make it easy for you to make the right choice and grow a successful business by providing a proven system backed by years of hands-on experience, initial training and ongoing support, great marketing and much, much more...

A STRONG BRAND - OUR CUSTOMERS LOVE US!

The BK's brand is well known for selling great food at competitive prices. Its one of the reasons our customers love us! We also understand that many of our customers want something that is quick and ready-to-go and we cater for them perfectly with our diverse takeaway menu.

We pride ourselves on being the regular roadside restaurant for long-haul drivers and out of town visitors who travel through our regional locations. The locals have also become 'regulars'; they love our menu and great customer service too!

A PROVEN SYSTEM

The BK's franchise system has been designed to help you run a successful, highly profitable business. Our franchise system will help you navigate the most significant challenges of establishing and growing a business with ease, including:

- Site selection and new store establishment
- Pre-launch marketing and opening
- Staff selection and training
- Suppliers, product selection and purchasing
- Operating systems
- Ongoing local area marketing
- Finances, record keeping and compliance

The BK's franchise system has been designed to help you run a successful, highly profitable business.



BK's helps you grow a more successful business with better gross profits through its product supplier network and exclusive buying programs.

BK's has been trading since 1999. The BK's Franchise Support Team has extensive knowledge of the takeaway food industry, what our customers like to buy, what pricing is attractive to our customers, where to buy supplies, how to set our menus and cook our food – and all the other elements of running a successful business! They are there to help you succeed in establishing and growing your BK's franchise.

STRONG MARKETING PROFILE

BK's has established a strong local profile and is an active advertiser across all media including radio and television. In addition, the BK's marketing team helps with structured local area marketing programs and campaigns to engage your customers and keep them coming back.

BK's is a strong supporter of local sporting teams and events through sponsorship and other forms of involvement.

The Brendan Burger character often makes live appearance at major events, schools and community groups.

PLUS, The Herald Sun newspaper nominated BK's in Victoria's Top 5 Hamburger shops!

Becoming a BK's franchisee gives you the advantage of learning from our extensive industry experience and business expertise. Not only will you receive on-going support, but you'll also be part of a growing family of franchisees sharing a similar vision, goals and objectives.

GREAT TRAINING AND SUPPORT

From the time you join BK's, our team is there to support you with initial training, site selection and store establishment, staff selection and training and well organised systems to make running your business even easier.

BK's training and ongoing support package will help you launch your new business with confidence.

We provide hands on training and development so you can hit the ground running!

Our training programs have been designed to ensure you understand all elements of the business, from the best methods of selling and displaying your products in-store and providing exceptional customer service, to managing stock and rostering staff. Our training programs ensure you are able to deliver the same high standards of retail food service as the original BK's Takeaway store so our customers get a consistent BK's experience, no matter where they choose to visit us.

We can train anyone to work behind the counter but it takes a different set of skills to be able to run a business successfully. This is where we can help you fine-tune your management skills. Our dedicated trainers will teach you all there is to know about managing staff, record keeping and operating procedures. We are also proactive with our training and will re-train staff if we see a little extra help is needed — we love sharing the knowledge we have acquired from 20 years in the industry.

FRIENDLY, FAMILY FOCUSED ORGANISATION

BK's began as a family operation and remains one today. Unlike the big corporate franchises, our business is built firmly on relationships. We value each member of our franchise team and we have strong ties to the local community through sporting clubs, local organisations and events. Our objective is to succeed and grow together.

AN AFFORDABLE OPPORTUNITY

Our regional locations mean that we can establish a store very cost effectively. Overheads are significantly lower compared to city and shopping centre locations and the cost of living tends to be more affordable too. Just a few of the benefits of a regional lifestyle!

EASY TO OPERATE BUSINESS

The first company-owned BK's Takeaway launched in 1999. We've learned a lot since then!

BK's has invested more than 20 years in developing the strategies, systems and relationships to make running your successful franchised food business easier. When you join BK's you get the benefit of all that experience so you can get on with growing your business and creating the future and lifestyle you deserve.





WHY FRANCHISING?



Franchising combines a proven system of operation, a strong brand and your motivation as an owner-operator to substantially increase your chances of business success. Franchise businesses have a higher success rate than independent businesses. You are in business for yourself but not by yourself - with a dedicated support team working to grow the business for your benefit and that of the group.

Franchising provides an opportunity for you to take advantage of the economies of scale in product purchasing, advertising, technology, marketing, packaging and services. This is one of the key reasons franchised businesses are generally more successful - and more profitable - than independent businesses.

Studies have shown that a franchise is more likely to succeed than a non-franchised business. That's because the brand and a proven system are the cornerstones to help you attract and retain customers and key staff members.

WHAT IT TAKES TO SUCCEED

Have you got what it takes to be a successful BK's franchisee? We are truly passionate about what we do at BK's and we want to work with franchisees who are as dedicated, passionate and hardworking as we are. We pride ourselves on our excellent service and are fully committed to maintaining the excellent reputation we have built since our first store opened in 1999.

To maintain our high brand standards, we look for people who have:

- A strong customer focus and the drive, motivation and determination to succeed
- A genuine love of retail and takeaway food
- Strong communication and organisation skills
- The ability to proactively and creatively market the BK's brand and services
- The ability to build and retain a solid customer base in the local community

- The desire to assist, develop, share knowledge and grow the BK's system for the benefit of the customer, fellow franchisees and the BK's brand
- The financial capacity to purchase the franchise and fund the startup period
- The support of their family - the retail food industry will demand your time and attention to maximise your return on investment

If you have all of the above and want to:

- Take control of your life
- Be your own boss
- Join a successful and happy team

We want to hear from you!

We are truly passionate about what we do at BK's and we want to work with franchisees who are as dedicated, passionate and hardworking as we are.



EXCITING NEWS!



Artists impression

BK'S IN THE BIG SMOKE

As we continue to expand, BK's is identifying great locations on Melbourne's suburban fringe.

To reflect our new city-slicker sophistication, we are giving BK's a whole new look! We have engaged retail design specialists who have worked with some of the biggest brands in the country, to reinvent BK's Takeaway making us even more appealing to more customers.

It's still the same, great franchise business opportunity - just a little closer to the city for you and your customers! And of course, the BK's values, friendly service and great takeaway food won't change!

WHAT TO DO NEXT?

GET IN TOUCH!

Visit our website:

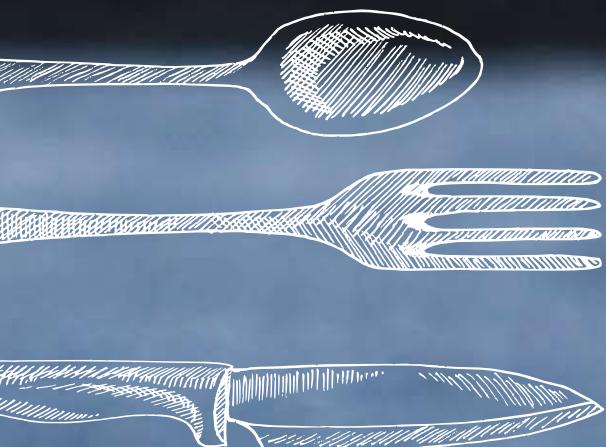
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