



Money back offer a treat



SELLING POINT: Xpresso Delight coffee franchise owner Nikki Ross

FRANCES STEWART

NOT many ventures come with a money-back guarantee, but one franchise is so sure its model works it is promising a minimum return on investment.

Xpresso Delight coffee franchises come with a unique guarantee – franchisees will make a minimum 40 per cent revenue return on capital investment within the first six months or the franchise fee is refunded.

Co-founder Stephen Spitz said the firm gave the guarantee to ensure franchisees trusted its business model. “When we first started this business and went into franchising we wanted to be sure our franchisees were guaranteed success and trusted in our system,” he said.

Nikki Ross runs the Wynn Vale franchise with her brother, Shawn. The pair are ambulance officers who work shifts.

“We thought a franchise would be good as it had an existing brand and system that would work.” Ms Ross said.