



Give yourself a coffee break

SUCCESSFUL multi-business owner Joan McBeath is getting an extra shot of passive income with her morning coffee after taking on a new career as an Xpresso Delight franchisee.

Xpresso Delight Taupo is a part-time business for Joan who is also a business partner in a cocktail lounge and the owner of a successful building franchise.

"When I started the business, Xpresso Delight was completely new to the Taupo area and to New Zealand," she said. "It was already very successful in Australia and I liked the idea of becoming a pioneer in a new market and helping to forge an identity for the company in New Zealand.

"Running a number of other businesses means I'm constantly time-poor so for someone like me, Xpresso Delight is a great way to earn a nice cashflow for a minimum amount of work. I can do whatever I want, work on my other businesses or run errands, while my coffee machines are generating income cup by cup."

Joan started her Xpresso Delight franchise 10 months ago and since then has grown her turnover to more than \$700 a week, working only five hours.

"The concept of earning a passive income was the main drawcard for me. It's not a time-consuming business proposition yet I can still earn a decent income — and it fits in well with my other businesses.

"I only need to spend 20 to 30 mins cleaning and re-stocking each machine so with five corporate machines and six POD machines I work five hours a week in the business. It sure beats working from nine to five in an office."

Xpresso Delight was established in 2004 by Stephen Spitz and Paul Crabtree and achieved 186 per cent revenue growth in the past year. The ability to provide franchisees with an impressive return on investment has been crucial to the success of the business, says Stephen.

"We have a strong business model which allows franchisees to leverage their valuable time to the fullest," he said. "Once the machines are installed they require only weekly servicing to keep on generating income, cup by cup.

"We guarantee franchisees will make a minimum 40 per cent revenue return on capital investment in the first six months or we will refund their franchise fee."

"The average franchisee can earn better than the national average wage for working under 10 hours a week and our highest-earning franchisee has a turnover greater than a quarter of a million dollars per year for around 35 hours work a week."

Stephen and Paul started Xpresso Delight in 2003 with 10 machines and quickly realised the potential of franchising.

"Within eight weeks of establishing Xpresso Delight we had the foundations of a great business, and we realised the business model and systems could easily be duplicated," Stephen says. "Franchising was the obvious model to accomplish this and we have grown from there.

"Our attitude is that we're in a partnership with our franchisees and we try to encourage a good work ethic, excellent customer service and the importance of work-life balance. We want our franchisees to enjoy their business, not be run by it."

Since 2004, Xpresso Delight has grown to a network of 81 franchises across New Zealand and Australia, selling more than five million coffees a year and Paul says plans are afoot to establish another 19 franchises by the end of 2008.

"We know there is a huge market waiting to be tapped and we have invested considerable time and money into finding the right technology, coffee blend and suppliers to become a market leader.

"Our long-term goal is to operate a network of 250 franchises by 2012 and the majority of our franchise growth will come from full-time workers and stay-at-home parents looking for an extra source of income or a flexible business opportunity.

"We have also been considering expansion overseas and in 2009 we will be investing in research to identify the best locations for our franchises. However, our primary focus will be on developing and growing New Zealand and Australia first."

■ For further information:
www.xpressodelight.co.nz