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Operations Manual Index

Operations Part 1:	Welcome to Xpresso Delight	Page	3
Operations Part 2:	Why Xpresso Delight	Page	4
Operations Part 3:	Business Operations	Page	5
Operations Part 4:	Business Mind Set	Page	7
Operations Part 5:	Xpresso Delight Intellectual Property	Page	10
Operations Part 6:	Dispute Resolution	Page	11
Operations Part 7:	Franchisee Roles and Responsibilities	Page	12
Operations Part 8:	Uniforms	Page	14
Operations Part 9:	Customer Service	Page	15
Operations Part 10:	Payment of Fees	Page	16
Operations Part 11:	Franchise and Systems Equipment Inclusions	Page	17
Operations Part 12:	Xpresso Delight Systems and Products	Page	21
Operations Part 13:	Online Ordering, Authorised Suppliers and Purchase Orders	Page	24
Operations Part 14:	Additional Franchise Purchase Requirements	Page	27
Operations Part 15:	Transfer Requirements	Page	28
Operations Part 16:	Franchisee Reporting	Page	37
Operations Part 17:	Performance Criteria	Page	39
Operations Part 18:	Web Site and Intranet and Social Media	Page	41
Operations Part 19:	Location Purchase System	Page	42
Operations Part 20:	Forms	Page	44



Operations Part 1

Welcome to Xpresso Delight

As a New Franchisee, we welcome you to the Franchise Program. Owning and operating your own Xpresso Delight Franchise will be both rewarding and challenging. As we embark on this journey together, our focus will be on the highest level of customer service as this is where our success lies.

We consider every New Franchisee to be a partner in the continued growth and development of our exciting business model and welcome your views as you begin to personally experience the development of your own business.

We know as a new business partner you will become an enthusiastic and valuable member of the team, as we work together to achieve our goals you will learn valuable lessons from personal involvement.

Your example as a successful business owner will touch the lives of many people, as you gain confidence and continue to grow you will experience great joy knowing you did your best and achieved your personal business goals.

Continuing into the months and years ahead we will continue to support your business and life goals, this exciting journey and its associated rewards will only be achieved if you continue to take responsibility for your own achievement, no one can make you a success, we will give you the tools, knowledge and training, but with out you personally implementing, staying committed and focused success will remain only a dream.

As an Xpresso Delight Franchisee turning your dreams into reality is now firmly in your grasp. You will be working with a dynamic team of like-minded business people and a company committed to your success.

So welcome to the team we wish you every success in your future business.

Yours sincerely,

Paul Crabtree

Stephen Spitz

National Franchisor Xpresso Delight Pty Ltd



Operations Part 2

Why Xpresso Delight

The Creation of Xpresso Delight

Xpresso Delight was created out of a passion for coffee, based on the fact that the work place was sadly lacking a solution to provide a totally packaged espresso coffee service to this sector of the market. By reading the history of Xpresso Delight and what makes it unique you will be able to catch the vision and integrate this into your business.

What Makes Xpresso Delight Unique

Australia has always been a country of early adopters, new technology has been taken up at unprecedented rates, so when espresso coffee machines started to become available for the home domestic market in early 1999 Australian's started buying them in their thousands.

This coffee revolution was started at the retail end around the early nineties, with new and exciting retail coffee franchises and cafe's opening just about every week. Demand was always going to go only one way, straight up. However, there was a major missing link to the process. Employees were going out of the workplace to get their coffee fix on a regular basis. The coffee break of the new millennium had become the smoko of the seventies and eighties.

Of course this is a time consuming exercise and one that employers are not happy about. Once you are hooked on quality espresso coffee nothing else is going to do. The solution is the Xpresso Delight coffee system. We transplant the cafe experience right into the workplace, we offer a level of service and convenience that gets businesses back to doing what they do and lets us, do what we do, great coffee.

We offer the business that takes up our service, a no risk opportunity to try and then keep our system and only charge on a cost per coffee basis. This untapped market now has a solution to keeping employees and clients happy with the convenience of an Xpresso Delight system right in the work place, no more trips to the local coffee shop and no more waiting in long queues.

In Australia alone there are over 1,000,000 business's. The opportunity for new Xpresso Delight Franchisees is a large one considering the number of business's and the number of employees and clients who want our style of coffee. This market is waiting for a solution and of course that solution is Xpresso Delight.



Operations Part 3

Business Operations

The Xpresso Delight Franchise Business Model

Xpresso Delight is a unique customer service style coffee business that specialises in transplanting the espresso cafe experience into the workplace. To intergrate you as fast as possible into the business the Franchisor provides this Operations Manual to all Franchisees. The Operations Manual comprises all Manuals in this binder including the Systems and Marketing Manuals and externally the Franchisee Training Manual and 4 Week Marketing Action Plan Manual, together they provide the framework on how to start and then successfully operate an Xpresso Delight Franchise. It is your responsibility to familiarise yourself and use the contents of these manuals in your day to day business activities.

Xpresso Delight provides support to all Franchisees by appointing Master Agents in all States. Master Agents are Xpresso Delight Franchise owners just like you, but they have specific rights within their respective State territories to sell and support Xpresso Delight Franchises. Support to Franchisees after the two days of initial training is provided by these Master Agents

As an Xpresso Delight Franchisee you have the right to use the Xpresso Delight name, promote its products and use it's systems on a non-exclusive basis within your defined teritory.

As an Xpresso Delight Franchisee you are required to the operate your business as outlined in this Operations Manual. From time to time you may have the need to employ staff. Your employees are also required to operate under the direction of this Operations Manual.

As Franchisees, it is your responsibility to locate and install Xpresso Delight systems at suitable locations with the purpose of providing a convenient, inhouse espresso coffee service that gets charged on a cost per coffee basis. Franchisees service these installed systems on a weekly or as required basis, invoices and/or collects the coins from coffees purchased at the location.

Xpresso Delight has produced a system of tracking and managing payments to Franchisees and required payments to the Franchisor. Reporting and payments are part of your obligations as outlined in the Franchise Agreement.

Franchisees are reminded that the relationship between the Franchisor and the Franchisee is one of a partnership for profit and that it is essential that the relationship between Franchisor, Master Agent and Franchisees should at all times be harmonious. If problems arise they should be discussed openly so that they can be resolved with minimum delay.

Xpresso Delight has a dispute resolution process as detailed under the Franchising Code of Conduct. This process is detailed in this manual under [Operations Part 6 - Dispute Resolutions](#).



Operations Manual Objectives

This Operations Manual is provided to you to ensure a consistent approach to the Xpresso Delight business is maintained by all Franchisees and their employees. The Systems, Marketing, 2 Day Operations Training and the 4 Week Marketing, Installation and Service Training Manuals also form part of this Operations Manual. The requirements contained in this Operations Manual must be complied with, failure to follow the systems and procedures contained in this manual may result in serious legal consequences.

As an Xpresso Delight Franchisee you must understand that the entire business including our perception in the market place is formed by compliance with the requirements of the Operations Manual.

This Operations Manual is provided to you on a loan basis only and remains at all times the property of Xpresso Delight. If a Franchisee transfers, does not renew or has their Franchise terminated, the Xpresso Delight Operations manual must be returned to the Franchisor as outlined in the Franchise Agreement.

Changes to the Manual

As the Franchisor we reserve the right to add to or change the Operations Manual, Systems Manual, Marketing Manual and Training Manual.

You will be advised by email of any changes to the specific manuals. Changes to any of the manuals will be published on our secure website and made available to download (pdf format). You will be required to print and update your physical copy of each manual as updates are made available. Once you are advised of any change/s to any of the manuals you are under contractual obligation to immediately integrate any change/s into your business.

Recommendations by Franchisees

Working in your business over a period of time you may have ideas or recommendations that you may like to put forward as an addition to the manuals. Any such recommendations should be submitted in writing to the Franchisor. Your ideas and recommendation will receive full attention of the Franchisor and if warranted a testing phase will be conducted. However the final say as to whether any changes are integrated remains at the Franchisors discretion.



Operations Part 4

Business Mind Set

The Mind Set of Business Success

What qualities does a successful business person need to achieve at their best?

Most of these qualities are based in the mind as this is where all successes comes from. It is first a decision and then action that creates success but it always starts with the creativity of the mind.

What are the Attributes of a successful Business Mind Set?

1. Rapport Builder: I connect quickly and easily with people.
2. Passion: My enthusiasm is contagious, you will catch my vision.
3. Belief: I have unshakable belief in this business and my own success.
4. Sincerity: I am trustworthy and will deliver on my promises.
5. Competent: I am fluent and knowledgeable in what I am offering.
6. Responsibility: I take full responsibility for my results without blame shifting or making excuses.

Success in business starts and finishes with you. Xpresso Delight, its Master Agents and its suppliers all have your success at heart but this will mean nothing if you do not do your part. Your part is the doing and action part, we can not do it for you, you must take massive and immediate action and continue this as and when necessary.

Xpresso Delight, its Master Agents and its suppliers can not make you a success any more than they can make you a failure. Success comes from within you and you alone.

At different times of your business life you will experience positive periods and some periods where you may feel doubt and even anxiety about where your business is going. It is at these times you need to reflect on your goals and the big picture of what you ultimately want your business to achieve. The cure for most business ills is simply massive and immediate ACTION and nothing less.

Avoidance is the fastest way to business failure and most business failures are due to avoidance of critical issues that are holding your business back. The solution is to identify that critical issue and again take massive and immediate ACTION to fix that issue.

Let's look at a possible critical issue.

You have lost a Location and need to ramp up your marketing activity.

This is a simple process that is proven to work with many references of total success. However, you start to avoid this task and lose another Location. Now you panic and become doubtful and anxious. This all started with the negative process of avoidance, remove this and everything starts to work again. The cure here is simply massive and immediate ACTION, however we can not make you do this it is up to you. We will support you, we will re-train you, we will work with you BUT you must take the action required to create the environment of success.

Avoidance coupled with unrealistic business expectations is a further recipe for disaster.

Let's look at some of the unrealistic expectations that some individuals have when first going into business. This may help some individuals during the life of their business identify where they may be struggling most and help in correcting some of their current issues.

Unrealistic business expectations:

1. Success does not require me to do anything. WRONG.
2. I can achieve success even if I do not follow the System. WRONG.
3. I do not need to have a positive mind set. WRONG.
4. I can achieve success without a single minded focus. WRONG.
5. I do not need to do Marketing especially ongoing Marketing. WRONG.
6. I do not need to complete reports and on time. WRONG.
7. Mechanical components will not break down. WRONG.
8. I will never be inconvenienced by break downs. WRONG.
9. I do not need to regularly maintain my Coffee Systems. WRONG.
10. I do not need to give Exceptional Customer Service. WRONG.
11. I do not need to pay my bills on time. WRONG.
12. It is OK to blame shift responsibility away from myself. WRONG.
13. I do not need to respect the Brand or its support people. WRONG.

Success in business is always harder than most individuals think. Having unrealistic expectations just makes it harder. Understanding that you must work your business and stay focused on the outcomes, fix critical issues as they come up and do not avoid them by taking massive and immediate action will simply help you become the most successful you can be.

As a Franchisee you are completely linked to the Brand, the Franchisee network, Xpresso Delight, your Master Agent and all our suppliers. All of which have a vested interest in your success. All these elements work continuously to improve our systems to help further develop your business and its continuing success. All this comes at an enormous cost in time and funding yet we still see some individuals with an attitude of it is us against them.

Xpresso Delight believes Franchising is a partnership for profit where if one fails we all fail. This may seem far from reality when you are emotional about your issues, especially issues that you may be avoiding or you may simply have slipped back into unrealistic expectations. Your support team may well be pointing out these issues and counselling where your focus and action needs to be. If you stay in that negative mind set we will not be able to help and failure of some kind will be the result.

At this point some will have forgotten the big picture and it can be easy to slip into becoming disrespectful of the Brand and all your support elements.



Remember however you are completely linked to the whole business and disrespecting the Brand and its support elements is simply business suicide. The big picture is, at some point you will want to exit the business and for some capital gain, if you are disrespectful to the Brand and its support elements it will only come back to work against you in all respects especially exit gains.

Xpresso Delight the Brand and all its support elements want you to succeed and at the highest level. Remembering this and by taking massive and immediate action on critical issues and not resisting support counsel will have your business performing at its best. Disrespecting the brand will only put you in and keep you in a negative state and work against you, your success and your exit strategies.

In conclusion success can be defined by the following comment:

“Successful individuals do what unsuccessful individuals won’t”

Successful individuals exhibit the following characteristic.

1. They are decisive.
(they make informed decisions quickly)
2. They take immediate and massive action.
(they do not avoid, blame shift or justify rather they look to solutions)
3. They are results orientated.
(they work to specific goals and outcomes)
4. They never give up.
(critical issues are just a step on the way to success)
5. They have massive belief in themselves and their business goals.
(their belief is always stronger than those around them)

Xpresso Delight, its Master Agents and all its suppliers are only working towards your success, however this will mean nothing if you do not do your part and that is to work together, united in the desire of you achieving your business goals and in the shortest time possible.



Operations Part 5

Xpresso Delight Intellectual property

Intellectual Property Ownership

Xpresso Delight (the Franchisor) states it's ownership of the Xpresso Delight intellectual property and it's Franchise business systems which it operates under.

The Franchisee is only given the right to use said intellectual property and it's Franchise business systems on the terms and conditions contained in the Franchise Agreement.

These rights include:

1. The Franchise System
2. The Manuals
3. The Products, Service Procedures and Software
4. The Name
5. The Trade Mark and Logo
6. The Marketing and Promotional Materials

The Franchisee shall not use or copy any of the Intellectual Property without the Franchisors prior written approval. The Franchisee its Affiliates and Controlling Interest hereby acknowledges the Franchisors ownership of all of the Intellectual Property. Upon the expiry or termination of the Franchise Agreement, the Franchisee must deliver up to the Franchisor all copies of the Intellectual Property in the Franchisees possession or control.

Confidentiality

Confidential Information includes all information (written, oral, electronic or otherwise) provided by, relating to, or originating from the Franchisor in relation to the Franchise System and the business of the Franchisor, including the Intellectual Property, except any information which:

1. Is in the public domain at the time of provision or disclosure to the Franchisee, or which subsequently becomes in the public domain through no breach of this agreement by the Franchisee, its employees or agents, the Guarantor, the Nominated Manager or other persons in the franchise network;
2. Is required by law to be disclosed by the Franchisee; or
3. The Franchisor agrees in writing may be disclosed



Operations Part 6

Dispute Resolution

Dispute Management and Resolution

If a dispute arises between any of the parties including the Franchisee, the Agent and/or the Franchisor a dispute management process is contained in your Franchise Agreement. All parties are required to follow these procedures in the event that a dispute ever does arise.

The Xpresso Delight Franchise Agreement (clause 20, this however may be a different clause number in your agreement) Dispute Resolution clause is reproduced below;

20. DISPUTE RESOLUTION

20.1 Subject to clause 20.2 unless a party has complied with clauses 20.3 – 20.10 that party may not commence court proceedings or arbitration relating to any dispute arising from this agreement.

20.2 This clause does not apply if:

(a) A party seeks urgent injunctive relief and if failure to obtain that relief may cause irreparable damage to the party seeking the relief or to the Franchise System, image of Xpresso Delight or the franchise network; or

(b) Either party has the right to immediately terminate the agreement, that right is clearly specified in this agreement, and there is no bona fide dispute as to the interpretation of its meaning or factors giving rise to such dispute.

20.3 If a dispute arises between the Franchisor and the Franchisee, the complainant must send a written notice in the format of Annexure B to the other party setting out the nature of the dispute, what outcome the complainant wants and what action the complainant thinks will settle the dispute.

20.4 The parties must then try to resolve the dispute by negotiation.

20.5 If the parties are unable to resolve the dispute within 21 days, either party may by notice in writing advise the other party that it seeks to have the dispute resolved by mediation.

20.6 If the parties cannot agree on a mediator then either party may ask the mediation advisor appointed under the Franchising Code of Conduct to appoint a mediator (“the Mediator”).

20.7 The Mediator will determine a time and a place for mediation.

20.8 The parties must attend mediation as determined by the Mediator and try to resolve the dispute.

20.9 The parties will be equally liable for the costs of mediation unless they agree otherwise. The parties must pay for their own costs of attending the mediation.

20.10 If the dispute is not resolved at mediation either party may then commence court proceedings relating to the dispute.



Operations Part 7

Franchisee Roles and Responsibilities

Your Responsibility

Xpresso Delight takes the roles and responsibilities of each Franchisee seriously. It is a requirement that all Franchisees adhere to the outlined roles and responsibilities.

Xpresso Delight expects you to act with integrity and honesty in all business dealings, this includes, Prospects, clients and all participants in the Xpresso Delight franchise system.

Franchisees found to be involved in any criminal activity, acts of dishonesty or willful deceit while in operation of their business may face serious legal consequences.

Running a Successful Business

As an Xpresso Delight Franchisee the success or failure of your business rests in your hands. Xpresso Delight provides a support and training mechanism but this is only a resource, the true ability to make your business work lies in your decision to make it a success. To this end it is your responsibility to supervise and run your business on a full time basis.

Meetings and Training

Xpresso Delight expects all Franchisees to attend all and any meetings or training sessions conducted by their respective Master Agent and or the Franchisor.

Training sessions may be held at the discretion of the Master Agent with the dates, times and location of these meetings being sent to you in writing or by email.

Franchisees must cover all their own costs of attending said meetings and training, including travelling, accommodation and other expenses.

Recording Sales and Marketing Activities

As an Xpresso Delight Franchisee you are required to record all sales and marketing activities.

You must;

Maintain records showing clearly all sales and marketing activities and submit to the Franchisor or Master Agent reports in such form as it shall specify from time to time including;

1. Online reporting of all corporate weekly sales updated by Wednesday after the current week ending cycle.
2. Online reporting of all SME Monthly sales updated by Wednesday after the current month ending cycle.
3. Online Daily reporting as specified in the 4 Week MIST Manual completed by 6.00pm each day.
4. Online Monthly Marketing reports using the online Monthly Marketing Report system completed and updated by 5.00pm on the 1st of each month for the preceding month.

Reporting is further defined and specified at: [Operations Part 16 - Franchisee Reporting](#).



Accounting

All Franchisees are required to keep detailed books in accordance with standard accounting practices. The Franchisor may request to inspect those books by giving seven days written notice.

Media policy

It is a requirement of the Xpresso Delight Franchise system that under NO circumstances are Franchisees permitted to speak to the media, this includes responding to questions asked directly or indirectly or make any press releases about Xpresso Delight without consent from the Franchisor.

The term media relates to all television or radio networks or stations, all journalists employed or contracted by any television or radio networks or stations. It also includes all social media websites and all national and local newspapers and all employees or contractors working for or affiliated with all national or local newspapers. Franchisees may communicate with certain media for the purpose of advertising or starting a marketing campaign but only with the written permission of the Franchisor.

Employee Requirements

As an Xpresso Delight Franchisee you may have a requirement for employees to help in the day to day running and growth of your business. Your Master Agent must be informed in writing if you intend to engage employees. It is also a requirement that your employees must be fully trained and comply with all procedures detailed in all manuals.

Employees are your sole responsibility, you must also adhere to all state and federal requirements for the employing of individuals.

Insurance Requirements

All Franchisees must, at its sole cost, take out and maintain throughout the Term of the Franchise Agreement adequate insurance cover in respect of the Business, including:

1. A minimum of \$10,000,000.00 public and product liability cover;
 2. Provide to the Franchisor a Certificate of Currency for any public and product liability policy either new or annual renewal within 7 days of receiving said cover.
 3. Workers' compensation insurance as required by law
-



Operations Part 8

Uniforms

Uniforms and Personal Presentation

The Xpresso Delight system requires that you wear a standard uniform any time you are engaged in the operation of your business, this also includes any employees that you employ.

The Xpresso Delight uniform includes the following items:

Male Uniform

1. Polo T-shirts with the Xpresso Delight logo embroidered (provided as part of your franchise kit)
2. Black long trousers with black belt
3. Good quality black shoes (not runners or sneakers)

Female Uniform

1. Polo T-shirts or blouse with the Xpresso Delight logo embroidered (provided as part of your franchise kit)
2. Black long trousers or skirt of appropriate length (if stockings are worn they are to be of a neutral colour)
Good quality black shoes (not runners or sneakers)

Xpresso Delight Polo T-shirts and blouses can only be purchased from Xpresso Delight. Uniforms are part of our exposure to the business world and as such need to be kept clean and pressed at all times. If uniforms become worn or discoloured they will need to be replaced immediately. If you or your employees are found to be wearing uniforms deemed by the Master Agent and or the Franchisor to be in an unacceptable condition they may instruct you to replace those uniforms.

Appearance and Grooming

It is a requirement that you and your employees present yourselves in all business activities with a professional, clean and fresh appearance. Our entire reputation is on the line and tardy or unkept appearances have a negative effect on not only clients but also prospects and possible referrals.

As we enter many businesses we are exposed to many people and our appearance is how we are judged, we only get one chance to make a good impression, so make sure you are prepared to do just that.

Operations Part 9

Customer Service

The Benefits of Customer Service

Quality customer service is the pinnacle that every successful business is aiming for and Xpresso Delight is no exception. We are in fact, in the customer service business, so we should be at the top of our game when it comes to this part of the business.

Our business is based on providing a total solution to our clients coffee needs and providing a level of customer service not seen before, is exactly what Xpresso Delight is all about.

The benefits of giving great customer service is that everyone will not only want to continue to deal with you, but refer you to everyone they know.

Responsibility

The Franchisee should at all times:

1. Present themselves in a clean and pressed uniform.
 2. Deal with any service calls well within our four hour guarantee.
 3. Respond immediately to and fix where possible any location issues or complaints.
 4. Never argue with or create an environment of conflict with any prospective location or locations.
 5. Always try to create an environment where both parties have a Win/Win outcome.
 6. Strive for continual improvement in all area's of customer service.
-

Location Customer Service

The level of service you give to your locations will have a serious impact on how well your business succeeds. Adding WOW factor and building great relationships with the staff and management will go a long way to not only their enjoyment of the Xpresso Delight experience but help make your business one clients will actively refer to everyone they know.

Adding WOW factor and ideas on exceptional customer service is found in the: [Marketing Manual: Part 5](#)

Location Customer Complaints

If in the reasonable opinion of the Franchisor a Franchisee is not servicing a customer adequately or if the Franchisor receives a complaint from a customer regarding the level of service provided by a Franchisee, the Franchisor may require the Franchisee to release that customer to another Franchisee in the network if within a reasonable time the Franchisee has not meet adequate service level requirements for that customer. If such a notice is received from the Franchisor the Franchisee must comply with the notice and not service or attempt to service that customer from the date specified in the notice.



Operations Part 10

Payment of Fees

The Franchisee is required to pay certain fees as part of their obligation under Xpresso Delight Franchise Agreement. Xpresso Delight policy on how fees are to be paid is as follows.

Payment Policy

In addition to the Initial Franchise Fee and Training Fee the following Fee is payable by the Franchisee:

Periodic Licence Fee:

\$25.00 plus GST per month for each Corporate Xpresso Delight System purchased.

\$25.50 plus GST per month for each SME Xpresso Delight System purchased. (3 POD machines)

(An SME Xpresso Delight System is comprised of 3 POD machines where each individual machine fee is \$8.50 plus+ GST)

The licence fee is to be paid monthly in advance by electronic funds transfer, this facility is offered by all major banks and can be set-up as an automatic monthly occurrence. If necessary, contact your bank for instruction on how to set-up this facility.

Account Details:

Account Name: Xpresso Delight FEE Account

BSB: 062145

Account No: 10179008

Periodic Licence Fees are a contractual obligation and must be paid on the 1st of each month for that given month. Failure by the Franchisee to make the required payments and on time may result in serious legal consequences.

PLEASE NOTE: At the time you make an electronic payment for either an initial purchase order or a subsequent purchase order PLEASE put the invoice Number in the description box so we can identify who and where the payment came from. If making a Periodic Licence Fee payment PLEASE put your suburb and the word Fee in the description box.

All payments irrespective of method must be accompanied with a remittance advice. This remittance advice must be emailed or faxed at the time of payment and must include the invoice number, date and the total amount of payment. Failure to notify Xpresso Delight Pty LIMITED of payment via remittance advice may result in an administration fee of \$50.00 + GST being charged.

Franchisees will be issued with a monthly Tax Invoice from the Franchisor for all Periodic Licence Fees paid during the month.



Operations Part 11

Franchise and System Equipment Inclusions

Inclusions for your Franchise and Systems

Xpresso Delight provides all new Franchisees with a comprehensive Franchise Kit. Xpresso Delight policy in relation to the use, maintenance and replacement of all equipment is as follows.

Use of Approved Equipment and Parts

You must only use equipment and genuine parts as supplied and approved by the Franchisor. If any equipment or parts are to be replaced or upgraded they must be purchased and or approved by the Franchisor.

Franchise Equipment and Inclusions

Upon payment of the Training Fee your Franchise Kit will have been ordered and subsequently supplied to you by the Master Agent and or the Franchisor. Xpresso Delight may from time to time change the Franchise Standard Equipment and Inclusion List.

A Franchise Standard Equipment and Inclusions List is included in: **Operations Part 20 - Forms**

System Inclusions

All Xpresso Delight systems can be purchased online. Payment to Xpresso Delight Pty Ltd must be received before Systems will be released and delivered. Xpresso Delight may from time to time change the System Standard Equipment and Inclusion List.

A System Standard Equipment and Inclusions List is included in: **Operations Part 20 - Forms**

Required Additional Equipment

Some items you will need to purchase outside of the Franchise system. These items are listed including the minimum requirements or specifications needed.



Computer

A desktop computer which meets or exceeds the following specifications:

Intel Core i5 2.80 GHz

2GB RAM

DVD Burner

500GB Hard Drive

ADSL or Cable Modem

Microsoft Windows XP (or equivalent)

Microsoft Office 2003 (or equivalent)

Anti Virus Software

High Speed Internet Accessibility

Printer/facsimile/scanner

Mobile phone

You must have a mobile phone including message bank. Please personalise your voice message and greeting.

Maintenance and Replacement

All equipment supplied or purchased separately must be maintained in good working order by you. Some items may need to be insured, make sure the insurance is to its full or replacement value. Any equipment that needs to be replaced is at your cost and must be to the same specification or as specified in this manual.

The Franchisor may change or add to the list of required items, in this event you will be required to pay all costs to complete the upgrade or change.

Communication

The minimum requirement for effective communication is a mobile phone, high speed internet access and a fax. It is your responsibility to purchase and operate these items within your business.

Xpresso Delight Web Site

Xpresso Delight has in operation a website with the specific domain name of www.xpressodelight.com.au all franchisees will be set-up with a username and password for access to the secure section of the site.

This website has many marketing and promotional links, we encourage you to send as many prospects to the site as possible. It clearly conveys to prospects exactly what Xpresso Delight is all about. You are however not allowed to set-up your own web site using any of the Xpresso Delight Intellectual Property.



Xpresso Delight Email Account

As a franchisee you will be allocated an Xpresso Delight email account.

Your account will be automatically set-up on our server. Your email account will then need to be set-up on your computer so you can send and receive emails using the Xpresso Delight domain.

When setting up your email account please use the authorised Signature temple on the following page.

How to set-up your email account on your computer open outlook and go to:

Tools: E-mail Accounts

Select: Add a new email account / click next

Select: POP3 / click next

Complete: User Information / Server Information / Logon Information

Incoming mail server: mail.xpressodelight.com.au

Outgoing mail server: use your ISP mail server e.g. mail.optusnet.com.au (you may need to call your ISP for this)

Username: firstname.lastname@xpressodelight.com.au

Password: xpresso (number)

click next / click finish / your new Xpresso Delight email account is now ready for you to start using.

To receive the password number, email: admin@xpressodelight.com.au

Please record the password number in the brackets below.

Address: firstname.lastname@xpressodelight.com.au

Username: firstname.lastname@xpressodelight.com.au

Password: xpresso ()

Any and all contact with admin@xpressodelight.com.au must include the following information:

1. Your full Name. (this is to include first and last names)
2. Your full Franchise name.
3. The State you operate within.

With out all three forms of identification your request may be held up or not processed.



Authorised Email Signature Template

When representing the BRAND via email it is your responsibility to make sure your email signature is as below.

The Xpresso Delight Authorised Email Signature Template:

Kind Regards

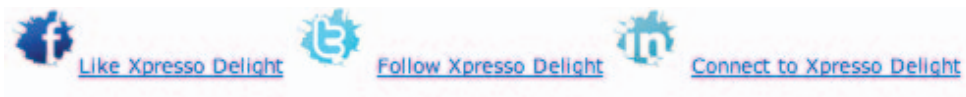
(your first and last name)

Xpresso Delight (your Franchise suburb name)

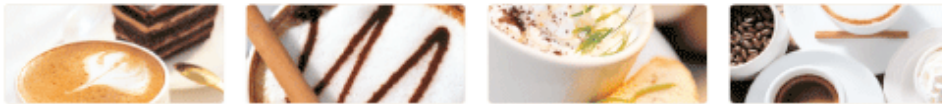
Mobile: (0000 000 000)

Email: (your first name • last name)@xpressodelight.com.au

Web: www.xpressodelight.com.au



Quality Coffee Experience - Service Excellence - Exceptional Convenience



PLEASE NOTE: This communication and any attachments are confidential and may contain copyright material of Xpresso Delight Pty Ltd or a third party.

It is intended only for use of the addressee and may contain legally privileged information.

If you are not the addressee, you are notified that any transmission, distribution or replication of this message is strictly prohibited.

The legal privilege and confidentiality attached to this email is not waived, lost or destroyed by reason of a mistaken delivery to you.

If you have received this message in error, we would appreciate immediate notification by telephone or return email and ask that the message be permanently deleted from your system.



experience
the aroma and taste of
coffee brewed freshly from the bean



Operations Part 12

Xpresso Delight Systems and Products

Systems, Products and Services

Xpresso Delight systems, products and services are restricted to the approved list. The approved list may change from time to time to ensure that we are well suited to our clients and market needs.

Approved Systems and Products

You can only offer to new or existing clients systems, products and services that we have approved in writing or are on the approved list of products and services.

You can start offering these systems, products and services as soon as you have completed the two day training program and signed the training deed. The approved systems, products and services list contains various automatic, commercial grade coffee machines, coffee beans and accessories, as well as home based coffee products.

Xpresso Delight Coffee Systems

The definition of an Xpresso Delight System means either:

- (a) Xpresso Delight's Corporate automatic espresso coffee making machine and all accessories (other than a Coin-operating Mechanism) including the unique modifications and branding as specified by the Franchisor in the Operations Manual from time to time (also known as a "Bean to cup machine"); or
- (b) Xpresso Delights's SME espresso coffee making machine which accepts pods of pre-ground coffee and all other accessories including the unique modification and branding as specified by the Franchisor in the Operations Manual from time to time. (also known as an "Pod machine")

Where, for the purposes of the following items, 3 SME espresso coffee machines is the equivalent of a single Corporate espresso coffee machine and the reference to system or a number of systems means either 1 Corporate espresso coffee making machine or 3 SME espresso coffee making machines or a combination of either.

It is a requirement that all Xpresso Delight Systems are purchased from the Franchisor as follows:

1. The total number of Xpresso Delight Systems used by the Franchisee in the Business (all of which must be purchased from the Franchisor) shall not at any time exceed:
 - (a) 20 Corporate espresso coffee machines; or
 - (b) a combination of Corporate and SME espresso coffee machines up to a total of 20.
2. The Franchisee must not use any of the Intellectual Property in connection with any coffee making machines other than the authorised Xpresso Delight Systems.
3. If at any time the Franchisee wishes to use more than 20 Xpresso Delight Systems in the Franchise Business, then for each extra group of 20 Xpresso Delight Systems (which must also be purchased from the Franchisor), it must apply to the Franchisor for an additional Franchise, which may be granted or refused by the Franchisor at its discretion. Any such additional Franchise granted by the Franchisor shall be granted on the Franchisor's then current terms.



4. After the initial purchase of systems and within 30 days after receipt of a purchase order from the Franchisee at any time during the Term, the Franchisor will sell and the Franchisee will buy one or more other Xpresso Delight Systems at the Franchisor's then current list price. On each occasion the Franchisee buys another Xpresso Delight System (in excess of the original 5 systems), then the aggregate number of the Xpresso Delight Systems bought by the Franchisee (including the original 5 systems), shall constitute the new minimum number of systems that must be operated by the Franchisee. In the event of the loss, destruction, theft or permanent breakdown of any Xpresso Delight System bought by the Franchisee from the Franchisor, the Franchisee must buy a replacement system within 30 days, to ensure that the Franchisee at all time operates the minimum number of systems as defined in this manual.

Operating outside of these requirements may result in serious legal consequences.

The current list and costs of approved Xpresso Delight branded coffee systems is included in:

[Operations Part 20 - Forms](#)

Xpresso Delight Branded Coffee Beans

The definition of Xpresso Delight Branded Coffee Beans is as follows:

Xpresso Delight Coffee Beans means coffee beans and/or coffee pods prepared or selected specifically for use with Xpresso Delight Systems and branded as Xpresso Delight Coffee Beans or Xpresso Delight Coffee Pods;

It is a requirement that all Xpresso Delight branded Coffee Beans are purchased from the Franchisor as follows:

1. The Franchisee must use only Xpresso Delight branded Coffee Beans and/or Coffee PODS in the Xpresso Delight systems. Xpresso Delight branded Coffee Beans and/or Coffee PODS must be purchased only from the Franchisor.
2. The Franchisee must make it a term of its supply of Xpresso Delight systems to customers that such systems must use only Xpresso Delight branded Coffee Beans and/or Coffee PODS purchased from the Franchisor.

Operating outside of these requirements may result in serious legal consequences.

The current list and costs of approved Xpresso Delight branded coffee beans is included in:

[Operations Part 20 - Forms](#)

Xpresso Delight Branded Hot Drink Cups and Coffee Consumables

The definition of Xpresso Delight branded Hot Drink Cups is as follows:

Xpresso Delight Hot Drink Cups means Hot Drink Cups printed with Xpresso Delight branding specifically for use with Xpresso Delight Systems. They are to be high quality paper, 8oz hot drink cups approved by the Franchisor and purchased from an authorised supplier. No other cups are to be used with Xpresso Delight Systems.

The current list and costs of approved Xpresso Delight branded cups and coffee consumables is included in:

[Operations Part 17 - Forms](#)

Accessories

The current list and costs of approved Xpresso Delight coffee system accessories is included in:

[Operations Part 20 - Forms](#)



Consumables

The current list and costs of approved Xpresso Delight service consumables is included in:

[Operations Part 20 - Forms](#)

Marketing and Stationary

The current list and costs of approved Xpresso Delight marketing and stationary material is included in:

[Operations Part 20 - Forms](#)



Operations Part 13

Online Ordering, Authorised Suppliers and Purchase Orders

Online Ordering

Certain materials can be ordered through the Xpresso Delight automated online ordering system.

The online ordering system includes the following items:

1. Xpresso Delight Coffee Beans
2. Service Consumables
3. Marketing and Stationary Material
4. Systems and Parts

Minimum orders apply as follows:

Coffee Beans/PODS	30 x 1 kilogram bags and/or 8 x 150 POD boxes
Cappuccino Cleaner	6 x 1 litre bottles, then in multiples of 6 x 1 litre bottles
Coffee Cleaning Tablets	100 Tablets
Descale Fluid	1 x 5 litre container
Breather Tips X9	5 Tips
Milk Line Hose	5 Lengths
4pp A4 Retail Brochures	25 Brochures
Xpresso Delight Shirts	1 Shirt
Business Cards	As Per Website

Online ordering can be completed at the following website address: www.xpressodelight.com.au

Website Online Ordering Access

To access the secure online ordering pages you will be supplied with a Username and Password. Go to www.xpressodelight.com.au and at the Home Page click on the Franchise Log-in button found in the navigation bar that runs across the top of the page.

This will take you to the Franchise Log-in page where you will need to type in your details as follows:

Username: _____ (firstname • lastname)

Password: _____ (initials - birth year - birth month)

Once access is granted you will be taken to the Access Page where you can select either:

1. Downloads
2. Online Ordering
3. Sales Data



Authorised Suppliers

Certain materials need to be ordered through Xpresso Delight authorised suppliers.

Materials to be purchased from authorised suppliers include the following items:

1. Xpresso Delight Branded 8oz Hot Drink Paper Cups
2. Plastic Spoons
3. Sugar Sticks
4. Chocolate Sprinkle
5. Coffee Machine Parts and Consumables.

The current list of approved Xpresso Delight authorised suppliers and materials is included in:

[Operations Part 20 - Forms](#)

All dealings with Xpresso Delight authorised suppliers is the responsibility of the Franchisee, you are responsible for orders, your own stock control and payment to our authorised suppliers. It is expected that you will treat our suppliers with respect and a professional business manner, any infringement on payment terms with any authorised supplier may put you in breach of your Franchise agreement and could result in serious legal consequences.

Purchase Orders

Online orders are considered an official purchase order. Items that cannot be ordered through the online automated system or through our authorised suppliers will need to be made with an official Purchase Order from your company/trading name.

UNDER no circumstances will any verbal orders be accepted. A purchase order must be sent to the Franchisor on your Letterhead and include the following:

Detailed description of goods, price excluding and including GST.

Terms and Conditions of Sale

Once an official purchase order is received the following Terms and Conditions of sale apply:

1. Terms:

On signing a Franchise Agreement the Franchisee contracts with Xpresso Delight Pty LIMITED and its authorised suppliers for the supply of certain goods in accordance with the terms of the Franchise Agreement and the Terms and Conditions set out hereforth.

2. Payment:

The Franchisee agrees to make payment to Xpresso Delight Pty LIMITED and its authorised suppliers on delivery of goods. Payment terms are strictly cash on delivery. If the Franchisee fails to make payment within 5 working days of said delivery all outstanding amounts shall bear interest at the rate of 12% per annum, calculated on the outstanding monthly balance. All costs incurred by Xpresso Delight Pty LIMITED and its authorised suppliers by way of its internal accounts division, engaging a collection agency or act of court to recovery any outstanding amounts shall be payable by the Franchisee.

3. Delivery and Risk:

The stated delivery date range for goods ordered is an approximate date range and Xpresso Delight Pty LIMITED and its authorised suppliers will use its reasonable endeavours to deliver within that date range. Xpresso Delight Pty LIMITED and its authorised suppliers will not be liable for failure to deliver on any date range. Without limiting the above, Xpresso Delight Pty LIMITED and its authorised suppliers will not be liable for any damage or delay due to strikes, fire accidents, acts of nature or other causes whether or not under the control of Xpresso Delight Pty LIMITED and its authorised suppliers. The Franchisee will accept delivery of the goods when requested by Xpresso Delight Pty LIMITED and its authorised suppliers or its contracted couriers and assume responsibility for the storage at the Franchisees premises or its customers location. Whilst the insurance risk in the goods passes to the Franchisee upon delivery, property in the goods remains with Xpresso Delight Pty LIMITED and its authorised suppliers until payment in full has been received for the goods.

4. Re-Delivery:

If the delivery of goods is prevented when attempted by Xpresso Delight Pty LIMITED and its authorised suppliers or its contracted couriers, the Franchisee will be charged the full cost of re-delivering the goods.

5. Inspection and Acceptance:

The Franchisee shall inspect all goods upon delivery and shall, within 7 working days of delivery give written notice to Xpresso Delight Pty LIMITED and its authorised suppliers of any matter or thing that by which the Franchisee alleges that the goods are not in accordance with the Franchisees order. Failing such written notice and to the extent permitted by statute, the goods shall be deemed to have been delivered and accepted by the Franchisee.

6. Returns:

All returns must be authorised by Xpresso Delight Pty LIMITED and its authorised suppliers by way of issuing a Return Authority Number (RAN) to the Franchisee. The RAN must be quoted on all paperwork accompanying the returned goods. Goods are to be returned on a freight-prepaid basis, Xpresso Delight Pty LIMITED and its authorised suppliers will only credit goods which are unused and deemed to be in re-saleable condition. Xpresso Delight Pty LIMITED and its authorised suppliers reserves the right to charge a re-stocking fee equal to 10% of the purchase price of the goods.

Xpresso Delight Coffee Systems and Xpresso Delight Coffee beans and Coffee PODs are not returnable.

7. Remittance Advice:

Payment for goods ordered must be made within the specified time. All payments irrespective of method must be accompanied with a remittance advice. This remittance advice must be emailed or faxed at the time of payment and must include the invoice number, date and the total amount of payment. Failure to notify Xpresso Delight Pty LIMITED and its authorised suppliers of payment via remittance advice may result in an administration fee of \$50.00 + GST being charged.

Operations Part 14

Additional Franchise Purchase Requirements

Purchase Procedure

At some point you may decide to purchase an additional Franchise. Xpresso Delight has developed a procedure that must be followed to ensure all parties are kept informed and the application and approval processes are not unduly delayed.

If you decide to purchase an additional Franchise we require the following:

1. A letter of notice stating your intention to purchase an additional Franchise. (on letterhead)
2. A completed Information Request Application Form. (a web link will be emailed to you)
3. A completed self assesment questionnaire. (a web link will be emailed to you)
4. A completed Potential Franchisee Acknowledgement form stating that you received Legal advice.

You will need to request and receive a new Legal Binder from Xpresso Delight that includes:

1. A current copy of the Disclosure Document.
2. A draft copy of the additional Franchise Agreement.
3. A copy of the Franchising Code of Conduct

Once we receive written notice of your intent to purchase an additional Franchise and you have completed the Information Request Application Form, the self assesment questionnaire and received legal advice your application will be processed. You must not be in breach of any of the conditions of the original Franchise Agreement to be considered. You must also have purchased the maximum of 20 Xpresso Delight Systems as defined in the Franchise Agreement in your existing Franchise.

Once your application is approved and you have faxed a completed Franchise Agreement Information Form and Purchase Order to us, populated Franchise Agreements will be sent to your Master Agent for you to sign along with invoices for the additional Franchise Fee and first 5 Xpresso Delight Coffee Systems.

Please Note:

1. The Franchise Fee is charged at 50% of the existing current Franchisee Fee.
2. There are no bonus items included with the initial 5 Xpresso Delight Coffee Systems.
3. There is no Franchise kit included with additional Franchise purchases.
4. There is no Training Fee due.
5. There is no Franchise Fee refund guarantee.
6. There is no 8 week deferment of the Periodic Licence fees.
7. You will need to pay our legal costs of \$1,500 + GST.

If you require a completed Franchise kit the cost is \$1,000 + GST + delivery.



Operations Part 15

Transfer Requirements

Franchise Transfer System Overview

At some point you may decide to sell your Franchise. With this in mind Xpresso Delight has developed a Transfer System to help guide you move through the Transfer process.

This Transfer System must be followed to ensure all parties are kept informed and the application and approval processes are not in any way unduly delayed.

Step 1:

First you will need to decide on the sales process to employ. There are typically two options as follows:

1. Sell your Franchise yourself.
2. Employ a Business Broker.

Step 2:

Once you decide to sell your Franchise you must inform the Franchisor in writing via email at:

admin@xpressodelight.com.au

The written notification must include the following:

1. Your Franchise Suburb Name.
2. Your Name.
3. State your intention to sell your Franchise.
4. Date you intend to put your Franchise on the market.
5. State what sales process you will be employing. (yourself or a business broker)

Step 3:

You will need to produce two support documents before starting the sales process. They are as follows:

1. A Contract of Sale.
(your lawyer can produce one for you or Xpresso Delight has a template for sale at \$200 + GST)
2. A set of accounts or books.
(your book keeper or accountant can prepare these for you)

Step 4:

Once step 1, 2 and 3 are completed you can now start marketing your Franchise for sale.

Any advertising using the Xpresso Delight Logo must be approved first:

(see [Marketing Manual Part 2: Page 6](#))

Step 5:

Sales and Document Structure Overview.

(if you are using a Broker they will usually complete points 1 through 6)

Below is the sales structure process from advertising through to settlement.

1. Choose your marketing campaigns. (newspaper ads, internet ads, magazine ads etc)
2. Place or upload your approved advertisements.
3. Receive first contact calls from potential Franchise buyers. (script supplied in this Manual)
4. Book potential Franchise buyers in to see you face to face.
5. Overview the Xpresso Delight Franchise System. (script supplied in this Manual)
6. If your potential buyer is committed to completing due diligence supply them with the following:
 - a) Your Accounts or an Accounts overview from your Accountant.
 - b) Your Contract of Sale.
(draft copy with all details about your business, equipment, any stock and price)
 - c) A signed Confidentiality Deed. (available from Your Master Agent)
 - d) A deposit. (must be at least \$2,000)
7. Book your potential Franchise buyer in to see your Master Agent.
(only after completing steps 1 through 6)
8. Your Master Agent will overview the Franchise System requirements and start our Application Process.
9. Your potential Franchise buyer will need to complete the following managed by your Master Agent:
 - a) An online "Information Request" just prior to seeing your Master Agent.
 - b) Confirm they have paid you a deposit.
 - c) Receive our Transfer Version Legal Binder including the signing of a Disclosure Document receipt.
 - d) An Online "Self Assessment".
 - e) Obtain Legal Advice. (this is a mandatory Xpresso Delight requirement)
 - f) Complete a Location Experience. ([this is conducted by you](#))
 - e) A Franchisor Conference Call Interview.



10. Application can now be finalised and either approved or not at the sole discretion of the Franchisor.
11. Your potential Franchise buyer is informed of their application approval.
12. Once your potential Franchise buyer has decided to purchase your Franchise we require the following:
 - a) A completed Franchise Agreement Information Form.
(this form is contained in the supplied Legal Binder)
 - b) Signing date for the Transfer Documents to be signed by you and your Potential Franchise buyer.

Note: The Franchise Agreement Information Form gives our Lawyer the information required to complete and populate the Transfer Documents. The cost of the Finalised Transfer Documents (\$1,500 plus GST) will need to be paid by either yourself or the incoming buyer. The cost of Franchisee Training (\$5,000 plus GST) will need to be paid by either yourself or the incoming buyer. You will need to inform your Master Agent who is making those payments.

13. You are now ready to set a settlement date for the Franchise Transfer.
14. You will need to supply a finalised Contract of Sale prior to or at Settlement to your Potential Franchise buyer.
15. The Training Fee (\$5,000 + GST) will need to be paid to the Master Agent at Settlement.
16. The Legal and Administration Fee (\$1,500 + GST) will need to be paid to the Franchisor at Settlement.
17. Your Master Agent will manage all Xpresso Delight documents to be signed and confirm invoices are paid.
18. Your Master Agent will organise and manage the full New Franchisee Training program post settlement.

PLEASE NOTE: There are no T-Shirts or Business Cards included in the Transfer as listed on the Franchise Agreement Information Form, you or your incoming buyer will need to pay for these items. Once the sale transaction is completed they can be purchased through the online ordering system.



Transfer System checklist

- Decide if you are going to sell your Franchise Personally or use a Business Broker. _____
- Confirm in writing to the Franchisor your intention to sell: admin@xpressodelight.com.au
- Produce a Contract of Sale for handout to prospective Franchise buyers.
- Prepare your accounts or books as a ready for handout to prospective Franchise buyers.
- Start marketing your Franchise.
- Meet face to face with Prospective Franchise buyers.
- Collect a signed Confidentiality Deed from all prospective Franchise buyers face to face meetings.
- Prospective Franchise buyers must pay you a deposit of at least \$2,000 to complete their due diligence.
- Prospective Franchise buyers must be given a draft copy of your Contract of Sale.
- Prospective Franchise buyers should be given a copy of your accounts or books. (your decision what to disclose here)
- Book an appointment for your Prospective Franchise buyer to meet with your Master Agent.
- Your Prospective Franchise buyer will be offered the Xpresso Delight Transfer Version Legal Binder.
- Xpresso Delight starts it application process on the signing of a Disclosure Document receipt.
- You complete a Location Experience with your Prospective Franchise buyer.
- Your Prospective Franchise buyer completes a Franchisor Conference Call. (Application is either approved or not)
- Your Prospective Franchise buyer is informed of their application approval status.
- Your Prospective Franchise buyer sends to your Master Agent a completed: Franchise Agreement Information Form
- Xpresso Delight legal documents are prepared and sent to your Master Agent ready for signing.
- You set a settlement date where our and your documents are signed by all required parties.
- Your Franchise business settles and you are paid.
- Xpresso Delights and your Master Agents invoices are paid at settlement.
- Your Prospective Franchise buyer is now an Xpresso Delight Franchisee.
- Your Master Agent will now organise and manage the full New Franchisee Training program.



Transfer System Sales Process

If you decide to sell your business yourself we have included below a sales structures to help you move a prospect through the process of selling your business. This is only a guide and does not constitute policy as there are many ways to complete this process.

With any sales process the first requirement is to start generating potential Franchisee leads. Then have a working knowledge of what to do with those leads. Being prepared is always the first step. So with that in mind the below scripts and structure should be able to get you off to a good start.

Step 1. Place some form of advertisement. (if you want to use newspaper ads, see sample of an ad supplied)

Step 2. When you start to receive calls get the prospect to leave a message on your phone.

Step 3. Now call them back at a convenient time that suits YOU.
(this is designed so you are prepared to make this call)

Sample of Newspaper Advertisement:

Heading:

Home Based Coffee Sales and Distribution

Body Text:

Franchised semi passive business with large territory. Work your own hours currently only (hours) hours per week. Minimal overheads with a turnover above (PUT in a figure \$00,000) per year and the ability to easily double or triple this business. Full Franchise training support provided. Business includes Stock, Machines, Plant and Equipment. Simple and easy to operate from home. Asking (\$00,000).

Sales Script:

Call prospects back at a time that you have clear headspace and will not be interrupted:

Hi my name is (name) I am returning your call regarding the Coffee Distribution business that I have for sale, can I ask is now a good time for you to discuss this?

What I would like to do is first ask you a few questions, then give you an overview of what the business is all about, why I am selling it and then if you have any questions I will answer them. Is that OK?

PLEASE NOTE:

if they say they found you after seeing Xpresso Delight ads or have spoken to your Master Agent this is an Xpresso Delight lead and Fees may apply if you continue. See: Transfer Fees. We suggest you get their contact details and call your Master Agent.

Can I ask you what was it about the ad that caught your attention?

Why are you looking to purchase/getting into a business now?

What has changed in your life to make you consider buying a business now?

What are you currently doing now?



You've seen in the ad that the asking price is (price) have you considered how you might fund the purchase?

(If asked why you are asking these questions – tell them that because this is a Franchised business you are asking some of the questions that the Franchisor would likely ask to qualify a prospects application and I am just making sure you would be suitable)

Tell prospect about Xpresso Delight.

Xpresso Delight is a simple business concept that pretty much anyone can run successfully

1. Xpresso Delight is a simple business concept that pretty much anyone can run successfully.
2. What we do is transplant the café experience into the workplace.
3. We achieve this by giving businesses fully automatic stunning coffee machines FREE.
4. We provide everything they would need including cups, spoons, sugar and even the chocolate sprinkles that go on the top of the cappuccino!
5. As Franchisees we service the machines weekly.
6. We simply charge the Locations \$1.10 per cup.
7. Your time commitment is only around 30 – 45 minutes per machine per week.
8. The machines are fully automatic, Swiss made and commercial grade quality.
9. The locations/customers don't sign finance contracts or leases so there is no risk to them as you retain ownership of the machines.
10. You own the machines so the clients have a lifetime warranty
11. We offer clients a four-hour replacement guarantee and the Master Franchise holds spare machines on hand if we can't fix the problem instantly.
12. As the franchisee you still get the revenue and the client still gets their coffee and everyone is happy.
13. The business is semi-passive so the machine is working and earning money even while you're not there.
14. Margins on coffee are great and the locations supply their own milk.

The Franchise I am selling has (number) systems with (number of machines) (explain).

I am offering a full (months) parts and labour warranty on all coffee machines. (optional inclusion from you)

I am also offering (months) stock on all coffee machines. I will give you more details when we meet up. (optional inclusion from you)

There is a compulsory training program that all new Franchisees must complete, the Master Agent for (State) provides this full intensive two day training program which includes on-going marketing and coaching. This costs \$5,000 which is included in the price. (optional inclusion)

Tell them the reason you are selling.

I am selling the business because...

For this reason I need to on-sell it to someone who can dedicate the time and get the rewards. It has (\$) revenue but the right person could easily (number) the turnover and even add more coffee machines and really do something fantastic with it.



Ask them if they have any questions about the business and answer them.

The next step is for you to go onto the website.

The areas of the website that are most important for you to have a look at are:

1. A video on the home page that shows our product and service
2. Under business opportunities there is an interview with the Franchisors about the business and opportunity and talks more about the actual Franchise
3. Client testimonials
4. Franchisee testimonials

After you've had a good look at the website and discovered a bit more about the business and then think at that stage this may be for YOU simply give me a call and we can discuss some of the next steps. As this is a franchised business there is a system to follow and we discuss this in more detail when we meet up.

If you like, we could meet up next either (day) or (day) and go over more of the details?

Book Appointment: Time / day / where.

(Note: If the prospect declines an appointment with you send them to the website and get them to call you back. If they call you back you can be sure they are interested)

Between now and when we meet on (day) please check out the website as I have suggested and you will find this possibly gives you more questions to ask.

MINI FACE to FACE PRESENTATION: be prepared.

You will need:

1. Presentation Folder with Confidentiality Form.
2. Or ask the potential buyer to do this and bring with them.
3. Brochures both Corporate and POD.
4. Business Card.

Print off one or two articles from the Media section online to add to the Presentation Folder. Or check out 'Our System' for some print material to add.

Operations Manual binder: Make sure it has the latest versions included.

If possible a complete, clean and tidy Coffee System.

Contract of Sale: Xpresso Delight can provide this (charges apply) or your lawyer can write one for you.

Be dressed in the Xpresso Delight Uniform (professional image)

As part of your presentation you would complete a full demonstration of the Coffee System.



Presentation Outline:

1. Meet and greet your prospect.
2. Complete Confidentiality Form
3. Discuss briefly Xpresso Delight, where we started, where we are now and where we are heading.
4. Each State has a Master Agent for immediate local support, training and Franchise development.
5. Approximate (number) of Franchisees in the network today right across every state in Australia and in NZ.
6. Massive untapped market. (explain)

To finish on get them committed to looking at your books and book an appointment for them with your Master Agent to finalise the sale. That is it, a simple approach will always work the best.

Transfer Fee

There is NO Transfer Fee applicable unless the following occurs:

You sell your Xpresso Delight Franchise to a potential Franchisee that has already paid a deposit, signed an expression of interest and signed a receipt for our current disclosure document with either the Franchisor or a State Master Agent.

Xpresso Delight spends a substantial amount of its funds in sourcing potential Franchisees and building the Franchisee network. Once we have generated a potential Franchisee and they have expressed an interest in completing their due diligence and meet our requirements to achieve this, they are deemed to belong to Xpresso Delight.

It is a requirement of all potential Franchisees in completing their due diligence that they contact existing Franchisees and ask questions relevant to their needs. In completing this requirement, if you at this stage discuss the possibility of them purchasing your existing Franchise and they do proceed to purchase it, the following will apply:

1. A Transfer Fee will become due and payable.
2. The Transfer Fee will be 25% based on either.
 - a) The current System and Fees cost including all Systems in the current Franchise.
 - b) The total sale price of your existing Franchise..
 - c) Which ever of (a) or (b) is the greater sum.

It is our experience however that when an existing Franchisee tries to take over a Potential Franchise buyer that Xpresso Delight has generated and brought to the point of calling existing Franchisees, that they become confused and generally will not move forward with either party.

With that in mind we request that any Potential Franchise buyers that call you, you ask the following question:

“Have you spoken to Xpresso Delight and or signed an Expression of Interest with them within the last three months”

PLEASE NOTE:

Xpresso Delight deems potential Franchise buyers that have signed a Disclosure Document receipt as part of its sales system for up to three months after signing said document.

If the response is “YES” then you need to consider the sales process that has got them to this point and request that they complete that process with Xpresso Delight and the Master Agent they are working with. You should take their contact details and call your Master Agent immediately and inform them of your conversation. Your Master Agent will call the potential Franchise buyer and get back to you with what process to follow there forward.

If the response is “NO” then that lead is yours and you can continue on with your sales process.

It has never been the policy of Xpresso Delight to charge a Transfer Fee. However due to the high number of existing Franchisees that take advantage of potential Franchisees that are calling just to discuss the opportunity of a new Franchise, we have no choice but to take this action.



Operations Part 16

Franchise Reporting

Franchisee Reporting Procedures

The Franchisee is required to report sales and marketing activities as part of their obligation under Xpresso Delight Franchise Agreement. Xpresso Delight policy on how to complete these reports is as follows.

As an Xpresso Delight Franchisee you are required to record all sales and marketing activities.

You must;

Maintain records showing clearly all sales and marketing activities and submit to the Franchisor or Master Agent reports in such form as it shall specify from time to time including;

1. Online reporting of all corporate weekly sales updated by Wednesday after the current week ending cycle.
2. Online reporting of all SME monthly sales updated by Wednesday after the current month ending cycle.
3. Online Daily reporting as specified in the MIST Manual completed by 6.00pm each day.
4. Online Monthly Marketing reports using the online Monthly Marketing Report system completed and updated by 6.00pm on the 1st of each month for the preceding month.

1. Online Sales Reporting

Log-on to the Xpresso Delight iPad Application using your username and password.

Then follow the instruction found in the: [Systems Manual TAB 2: Part 12: iPad Service Application](#).

2. Online MIST Reports

Log-on to the Xpresso Delight Website using your username and password.

From the main menu select the MIST Reporting button.

On the next screen select the Input Daily Productivity button.

Select the Reporting Date from the list and complete your inputs. CLICK Save Changes to finish.

3. 6 Month Performance Guarantee Reporting

Certain reporting conditions exist if you are operating under a 6 Month Performance guarantee.

You are required to:

1. Complete online Daily reporting as specified in the MIST Manual and this Operations Manual completed by 6.00pm each day for the entire 3 weeks of that training program.
2. Complete the Monthly Marketing Requirement and complete the online Monthly Marketing reporting as specified in this Operations Manual completed and updated by 6.00pm on the 1st of each month for the preceding month for the entire guarantee period.



3. Complete online reporting of all corporate weekly sales updated by Wednesday after the current week ending cycle for the entire guarantee period.
4. Complete online reporting of all SME monthly sales updated by Wednesday after the current month ending cycle for the entire guarantee period.

Any request for a refund must be in writing as we specify and submitted within two (2) weeks after the end of the first 6 months of the Term.

You are required to during the first 6 months of the Term for all Xpresso Delight System purchased in your initial order:

1. Record all activity of all Xpresso Delight Systems as to when they were installed and when they were removed from any and all Locations they were placed in.
2. Complete a signed and dated Location Agreement for all Xpresso Delight Systems placed in Locations. A removal declaration, signed and dated by Location management will be required for all Locations where an Xpresso Delight System is removed.
3. Calculate the Revenue and Investment figures for each of your Xpresso Delight Coffee Systems. For each week (or part of a week) that an Xpresso Delight Coffee System included in your Initial Order is installed at the premises of a customer Location. Excluding any and all public holidays and any holiday closure times.
4. Perform these calculations for each week (or part of a week) for each particular customer Location that each Xpresso Delight Coffee System is installed.
5. Add up the weekly totals for each Xpresso Delight System and then the groups total as per the formula found in the Franchise Agreement to obtain your total ROI. You will need to show and present all calculations and workings as part of your report.

Failure to submit any report for any reason as specified above and on time will result in the 6 Month Performance guarantee becoming null and void.

4. Online Monthly Marketing Plan Reporting

Log-on to the Xpresso Delight Website using your username and password.

From the main menu select the Monthly Marketing Input button. Then follow the instruction found in the [Systems Manual TAB 2: Part 13: Online Monthly Marketing Tracking and Reporting System](#).

Monthly marketing is a compulsory element of the Xpresso Delight Franchise system. It is designed to keep the momentum and skill set going. Marketing is an ongoing part of any successful business and not something that starts and stops. All Franchisees are required to complete a minimum amount of monthly marketing.

Monthly Marketing Requirement:

1. Minimum of 6 continuous hours of marketing per month for new Locations.
 2. Online Monthly Marketing reports using the online Monthly Marketing Input System completed and updated by 6.00pm on the 1st of each month for the preceding month.
-

Operations Part 17

Performance Criteria

Minimum Performance Criteria

Xpresso Delight has developed a minimum performance criteria system to ensure that Franchisees and their businesses are developing and growing. This system is designed to benchmark Franchisees and their performance against national averages and to identify Franchisees who may be struggling and need additional training, coaching or skill set updates.

Franchisees have an obligation at all times to promote the Franchise and to further develop their businesses. To help achieve this the minimum performance criteria system below must be achieved.

The 6 minimum performance criteria system elements:

1. **Coffee System Placement:**
Franchisees must maintain a 90% or greater placement of all Coffee Systems at all time.
2. **Coffee System Usage:**
Franchisees must maintain a minimum of 100 coffees per WEEK for Corporate Systems and, Franchisees must maintain a minimum of 150 coffees per MONTH for SME Systems. (1 machine)
3. **Inactive Timeframes:**
Machine placement below 90% is to be for no longer than 3 consecutive months.
4. **Monthly Marketing:**
Franchisees must complete a minimum of 6 consecutive marketing hours per month.
5. **Reporting:**
Franchisees must complete all weekly and monthly reporting and on time as specified in this Manual.
6. **Area Coverage:**
Franchisees must be willing to travel up to a minimum 75 kilometer radius from their operating base to secure Locations.

Franchisees will be deemed UNDER Performing if they are outside any combination of 3 of the above performance criteria elements.

If the Franchisee fails to achieve the Minimum Performance Criteria, the Franchisor or its authorised agent may inform the Franchisee of the fact in writing and may, in its absolute discretion, require from the Franchisee all reasonable steps to meet the Minimum Performance Criteria, including requiring the Franchisee to, at its own Cost:

1. Attend meetings with the Franchisor or its authorised agent for the purposes of analysing the operation of the Franchisee and offering advice and/or assistance to the Franchisee in relation to improving the performance of the Franchisee.



2. Attend and complete or procure that its Nominated Manager or Personnel or both attend and complete, to the satisfaction of the Franchisor or its authorised agent, additional training.
3. Implement any required or necessary changes to its Franchise or promotional activities as directed by the Franchisor or its authorised agent;
4. Provide the Franchisor or its authorised agent upon request with a written explanation for any failure to achieve the Minimum Performance Criteria; and/or
5. Meet the Minimum Performance Criteria within a reasonable time specified by the Franchisor or its authorised agent after meeting with and receiving additional training from the Franchisor or its authorised agent.
6. Purchase, at the Location Sourcing Fee as specified in this Operations Manual from the Franchisor or its authorised agent, Locations for Xpresso Delight Systems then owned by the Franchisee but not currently installed in a Location or not meeting minimum purchase requirements.

If the Franchisee either does not comply with the directions of the Franchisor or its authorised agent or again fails to achieve the Minimum Performance Criteria within 3 months after the date upon which the Franchisor or its authorised agent notifies the Franchisee that it has failed to meet one or more of its obligations the Franchisee understands that it may face serious legal consequences.



Operations Part 18

Website, Intranet and Social Media

Xpresso Delight Website, Intranet and all Social Media Platforms

The Franchisor maintains the Xpresso Delight Website, Intranet and all Social Media platforms.

The Franchisee must not establish any Website, Intranet and or any Social Media platform referring to the trademarks, outlets of the Franchisor, or the Franchise System.

The Franchisee acknowledges that the Xpresso Delight Website, Intranet and all Social Media platforms remain the property of the Franchisor or its Related Entities and any goodwill in relation to Xpresso Delight Website, Intranet and all Social Media platforms does not accrue to the Franchisee.

The Franchisee must NOT without the express written consent of the Franchisor (to be provided at the Franchisor's discretion):

1. Alter or allow others to alter, interfere, create, set up, facilitate the creation or setting up of an internet Website, Intranet and any Social Media platform for the Franchisee using the Names or any other Intellectual property associated with the Xpresso Delight System and the Franchise (including arranging any Google pay per click advertising account or account with any other similar provider);
2. Register any domain name associated with the Franchisee or including the Name or any derivative of it; and
3. Advertise for similar business or conduct a similar business to the Xpresso Delight System and Business on any Website, Intranet and any Social Media platform.

The Franchisee acknowledges and agrees that the Franchisor has the right to conduct business, advertise for business, and generate sales of products and services from the Website, Intranet and all Social Media platform, and that any sales of products or services generated via the Xpresso Delight Website, Intranet and all Social Media platforms shall be the property of the Franchisor and the Franchisor is in no way liable to the Franchisee in respect of such sales.

The Franchisee shall co-operate with the Franchisor in its conduct of business via the Xpresso Delight Website, Intranet and all Social Media platforms in such manner required by the Franchisor, including by:

1. Ensuring it complies with its obligations under the Franchise agreement;
2. Dealing with all customers from the Xpresso Delight Website, Intranet and all Social Media platforms with a high degree of professionalism and courtesy; and
3. Complying with the Operations Manual in relation to the Xpresso Delight Website, Intranet and all Social Media platforms.

Operations Part 19

Location Purchase System

Location No Upfront Cost Purchase System

All Xpresso Delight Master Agents have an obligation to contract a Location Sourcing Manager or employ a Location Sourcing Assistant. This person works in this role to identify Locations for NEW and existing Franchisees at the sole discretion of the Master Agent.

So how does this system possibly work for you?

The Location Sourcing Manager/Assistant will be trained and working on the Xpresso Delight Marketing program, the same program all Franchisees have been trained in. The difference is these Locations identified by the Location Sourcing Manager/Assistant will be made available to Franchisees for placement of any unplaced Xpresso Delight Coffee Systems.

These Locations will be made available to you at NO UPFRONT COST but they are NOT Free.

Xpresso Delight Coffee Systems idly sitting at your home or office are costing you in lost revenue and monthly fees.

This system allows you to obtain a Location at no upfront cost to install your Xpresso Delight Coffee System.

Your Xpresso Delight Coffee System now starts to make income and from this new income, you simply pay for the Location.

Your Xpresso Delight Coffee Systems had no income before, in fact it was costing you to have that Xpresso Delight Coffee Systems sitting at home. You now have a Location that costs you nothing upfront but is now generating income.

From that income you simply pay for the Location but only after it makes the income to cover the full cost of that Location. Again with NO UPFRONT COST.

This is a simple concept where your Xpresso Delight Coffee System first earns income and then you pay for that Location out of that income.

This Location Purchase System is an optional program, (as long as you are on or above the minimum performance criteria) there will however be some conditions as to who can take advantage of this system.

So what does it actually cost per Location?

Remember Xpresso Delight Coffee System are costing you to have them sitting at home and the cost is simply paid for out of income that you never had.



Location Sourcing Fees are:

Corporate X9 Locations are \$500 + GST and;

SME POD Locations are \$200 + GST

The fantastic thing about this system is once the Location is paid for you get to keep the Location and all its ongoing income.

Having been taught what the lifetime value of a Location is, this is exceptional value for those that require a solution outside of doing their own marketing.

But what happens if the Location does not make the required income to cover the Location cost and you have to remove your Xpresso Delight Coffee System before it covers the Location cost.

The income your Xpresso Delight Coffee System makes is split 50 – 50 with the Location Sourcing Manager or Master Agent if a Location Sourcing Assistance is employed.

Your Location Sourcing Manager/Assistant found the Location and incurred all the marketing costs and you installed your Xpresso Delight Coffee System and covered all the servicing costs, so we simply split the income 50 – 50.

Best of all we simply give you another Location and we start the process again.

Terms and Conditions.

Cost for one Corporate X9 Location \$500 + GST payable on equivalent earning in revenue within 6 weeks.

Cost for one SME POD Location \$200 + GST payable on equivalent earning in revenue within 4 weeks.

Billing will automatically occur at the end of the specified time period if your Xpresso Delight Coffee System has not been removed.

Revenue received from Xpresso Delight Coffee Systems removed before the full Location Sourcing Fee is achieved is to be split 50 - 50 with the Location Sourcing Manager or Master Agent if a Location Sourcing Assistance is employed.

Online reporting must be updated weekly without fail. Failure to complete the required online reporting will result in immediate billing for that Location.

You must be actively engaged in the Monthly Marketing Program to receive Locations.

Locations to be provided at the sole discretion of your Master Agent.



Operations Part 20

Forms

1. Franchise Standard Equipment and Inclusions List
 2. X9 Corporate System Standard Equipment and Inclusions List
 3. WMF Corporate System Standard Equipment and Inclusions List
 4. SME Systems Standard Equipment and Inclusions List
 5. Price List - Coffee System, Accessories, Service Consumables, Marketing and Stationery
 6. Price List - Coffee Beans and Coffee Consumables
 7. Authorised Suppliers
-



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Franchise Standard Equipment and Inclusions List:

1. One (1) service container.
2. One (1) chocolate sprinkle container.
3. One (1) spare milk line container.
4. Five (5) spare extended milk line hose.
5. One (1) cleaning kit container.
6. One (1) cleaning kit.
7. 6 x 1 litre cappuccino cleaner.
8. 100 coffee cleaning tablets.
9. One (1) litre descale fluid.
10. Six (6) 3oz shot glasses.
11. Six (6) 8.5oz cappuccino glasses.
12. One (1) sponge container.
13. Two (2) cleaning sponges.
14. One (1) service and tool container.
15. One (1) service and tool kit.
16. Two (2) drying towels.
17. One (1) vacuum cleaner and carry case.
18. Three (3) spare sets of machine labels.

Franchise Service Procedure Program

1. One (1) new location installation procedure Corporate and SME. (laminated)
2. One (1) location service procedure Corporate and SME. (laminated)
3. One (1) daily milk line cleaning procedure Corporate and SME. (laminated)
4. One (1) coffee sector cleaning procedure Corporate only. (laminated)
5. One (1) de-scaling procedure Corporate only. (laminated)
6. One (1) milk foaming apparatus assembly instructions Corporate only. (laminated)
7. One (1) warning service in progress sign. (laminated)
8. One (1) franchisee operations file. (soft copy PDF file provided)
9. One (1) calculator.
10. One (1) clip board.

Franchise Sales, Marketing and Operation Material:

1. One (1) iPad with Wi-Fi 16GB
2. Two hundred and fifty (250) colour business cards.
3. Twenty (20) 4pp A4 Corporate and (20) 4pp A5 SME colour sales brochures.
4. Ten (10) Corporate Presentation folders.
5. Two (2) Xpresso Delight T-shirts.
6. One (1) 2 Day Operations Training manual.
7. One (1) 4 Week Marketing, Installation and Service Training manual
8. One (1) Xpresso Delight Franchise Operations manual.

All standard equipment and inclusions, service, sales, marketing and operations items are subject to change without notice.





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Corporate X9 System Standard Equipment and Inclusions List

1. One (1) Xpresso Delight fully automatic espresso coffee machine.
2. One (1) Xpresso Delight fridge, labelled and pre-drilled ready for milk line.
3. 2 years manufacturers warranty.
4. One (1) extended milk line hose.
5. One (1) one litre chrome jug.
6. One (1) chrome cappuccino chocolate shaker.
7. One (1) chrome sugar stick and spoon holder.
8. One (1) milk line cleaning kit.
9. One (1) A4 daily milk line cleaning procedure, laminated.
10. One (1) A4 coffee machine operation guide, laminated.
11. One (1) clip board with location agreement, security deposit receipt and weekly payment form.
12. Xpresso Delight logo and guide line vinyl labels applied where applicable.

All standard equipment and inclusions are subject to change without notice.

Bonus Inclusions on Initial Order ONLY

1. Ten (10) bags of Xpresso Delight coffee beans. (1kg bag)
2. One (1) box of Xpresso Delight coffee Cups. (1,000 per box)
3. One (1) box of teaspoons. (1,000 per box)
4. One (1) box of sugar sticks. (2,000 per box)
5. One (1) box of chocolate sprinkle. (2kg box)
6. One (1) spare milk frothing apparatus set. (includes 2 bayonets and 2 steam caps)
7. One (1) air suction breather tip.

Approximate Profit Value \$1,000.00

Optional Extras

1. Xpresso Delight Jura coin mechanism, labelled.





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Corporate WMF System Standard Equipment and Inclusions List

1. One (1) Xpresso Delight semi automatic espresso WMF 1000 coffee machine.
2. One (1) Xpresso Delight fridge, labelled and pre-drilled ready for milk line.
3. 2 years manufacturers warranty.
4. One (1) box stand.
5. One (1) coffee bean hopper extension.
6. Two (2) milk lances.
7. Two (2) extended milk line hoses.
8. Two (2) fridge milk containers.
9. Two (2) white restrictor nibs.
10. One (1) 4lt cleaning container.
11. One (1) chrome cappuccino chocolate shaker.
12. One (1) chrome sugar stick and spoon holder.
13. One (1) A4 milk line cleaning procedure, laminated.
14. One (1) A4 coffee machine operation guide, laminated.
15. One (1) clip board with location agreement, security deposit receipt and weekly payment form.
16. Xpresso Delight logo and vinyl labels applied where applicable.

All standard equipment and inclusions are subject to change without notice.

Bonus Inclusions on Initial Franchise Order ONLY

1. Ten (10) bags of Xpresso Delight coffee beans. (1kg bag)
2. One (1) box of Xpresso Delight coffee Cups. (1,000 per box)
3. One (1) box of teaspoons. (1,000 per box)
4. One (1) box of sugar sticks. (2,000 per box)
5. One (1) box of chocolate sprinkle. (2kg box)
6. One (1) spare milk frothing outlet set.

Approximate Profit Value \$1,000.00





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SME Systems Standard Equipment and Inclusions List

1. Three (3) Xpresso Delight POD automatic espresso coffee machines.
2. Three (3) Xpresso Delight electronic coolers, labelled and drilled ready for milk line.
3. 1 year manufacturers warranty.
4. Three (3) extended milk line hoses.
5. Three (3) chrome cappuccino chocolate shakers.
6. Three (3) milk line cleaning kits.
7. Three (3) A4 daily milk line cleaning procedures, laminated.
8. Three (3) A4 coffee machine operation guides, laminated.
9. Three (3) clip boards with location agreement and security deposit receipt.
10. Xpresso Delight logo and guide line vinyl labels applied where applicable.

All standard equipment and inclusions are subject to change without notice.

Limited OFFER Bonus Inclusions on Initial Order ONLY

1. 900 Xpresso Delight coffee PODS. (2 x 150 POD boxes per system)
2. Three (3) spare milk frothing units.
3. Three (3) spare water filters.
4. Six (6) spare Milk Frothing Pins.

Approximate Profit Value \$1,200





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Price List September 2013

Coffee Systems

1 x Xpresso Delight Jura X9 Coffe System (Corporate)	\$ 7,250.00
1 x Xpresso Delight WMF 1000 Coffee System (Corporate)	\$ 4,750.00
3 x Xpresso Delight Blitz POD Coffe Systems (SME)	\$ 6,900.00

Accessories

Xpresso Delight compressor fridge (WMF - X7 - X9 Corporate system)	\$ 270.00
Xpresso Delight electronic cooler (X9 Corporate system)	\$ 245.00
Xpresso Delight electronic cooler (X7 Corporate system)	\$ 195.00
Xpresso Delight electronic cooler (SME system)	\$ 125.00
Xpresso Delight Jura coin validator	\$ 1,250.00

Orders for coffee systems and accessories are to be completed using the online ordering system: www.xpressodelight.com.au

Delivery of Coffee Systems and Accessories: In stock items are 7 - 10 working days (Eastern States only)

Service Consumables

Xpresso Delight coffee sector cleaning tablets (X7 - X9 ONLY)	\$.80 each
WMF coffee sector cleaning tablets (WMF ONLY)	\$ 1.15 each
Xpresso Delight decalcifying fluid 5 litre (POD - X7 - X9 ONLY)	\$ 110.00 each
WMF decalcifying fluid (WMF ONLY)	\$ 22.00 each
WMF water filter (WMF ONLY)	\$ 47.00 each
Xpresso Delight cappuccino cleaner 5 litre	\$ 75.00 each
Xpresso Delight cappuccino cleaner 1 litre	\$ 20.00 each
Xpresso Delight breather tip (X7 - X9)	\$ 10.00 each
Xpresso Delight milk line hose	\$ 8.00 each

Marketing and Stationery

Xpresso Delight 4 page A4 retail colour brochures	\$ 1.50 each
Xpresso Delight corporate presentation folders	\$ 3.00 each
Xpresso Delight Polo T-shirts embroidered	\$ 40.00 each
Xpresso Delight personalised business cards	Cost depends on quantity ordered: see website

Orders for service consumables and marketing materials are to be completed using the online ordering system: www.xpressodelight.com.au

Delivery of Service Consumables and Stationery: In stock items are 5 - 7 working days (Eastern States only)

Delivery of T-Shirts: 15 - 20 working days Delivery of Business Cards: 10 - 15 working days (once approved)

Corporate and SME Machine Parts

Prices on request

Orders for Corporate and SME Machine Parts are to be completed using the online ordering system: www.xpressodelight.com.au

Delivery of Machine Parts: In stock items are 5 - 7 working days (Eastern States only)

All prices quoted on this page are ex GST and ex-freight. We reserve the right to alter prices without notice.





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Consumable Price List July 2012

Xpresso Delight Coffee Beans and PODS

Xpresso Delight Coffee Beans	1 kg bag x 30 @ \$20.00 per Kg	\$ 600.00
Xpresso Delight PODS	150 POD carton x 8 @ \$55.50 per carton	\$ 444.00
Xpresso Delight Decaf PODS	50 POD carton x 6 @ \$22.50 per carton	\$ 135.00

Coffee beans and PODS are GST exempt.

Minimum orders: 1kg bags - 30 kgs then multiples of 10

150 POD cartons - 8 cartons then multiples of 4

50 POD cartons - 6 cartons then multiples of 2

Orders for coffee beans and PODS are to be completed using the online ordering system: www.xpressodelight.com.au

Delivery of Coffee Beans and PODS: 7 - 10 working days (Eastern States only)

Cups, Spoons, Sugar and Chocolate Sprinkle are to be ordered direct from authorised suppliers.

Sugar Sticks

Generic sugar sticks	2,000	\$ 22.00 app. only
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Chocolate Sprinkle

Chocolate sprinkle	2 Kg	\$ 12.00 app. only
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Cups

Xpresso Delight branded Paper cups	1,000	\$ 85.00 app. only
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Spoons

Plastic spoons	1,000	\$ 12.00 app. only
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Delivery of goods from Authorised Supplier: As per their standard trading terms





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Authorised Suppliers

Xpresso Delight Coffee Beans and PODS

Online ordering @ www.xpressodelight.com.au

Xpresso Delight Service Consumables and Marketing Material

Online ordering @ www.xpressodelight.com.au

Xpresso Delight Systems, Accessories and Parts

Online ordering @ www.xpressodelight.com.au

Cups and Spoons

Kent Paper:	P.O. Box 41, Spit Junction NSW 2088		
	Ph:	02 9949 6666	
	Fax:	02 9949 7140	
	CUPS:	240ml 4 Colour Hot Drink	Stock Code: H8XPRESSO
	Spoons:	Plastic Teaspoon Special	Stock Code: OTSPOON

Chocolate Sprinkle and Sugar Sticks

Campbells Cash and Carry:	Various locations all capital cities		
	Chocolate sprinkle	2kg Box	
	Sugar Sticks	2,000 per Box	

State Master Agents

Xpresso Delight Brisbane:	69 Ngeringa Crescent, Chapel Hill QLD
Xpresso Delight Sydney:	25 Austin Avenue, North Curl Curl NSW
Xpresso Delight Melbourne:	50B Dempster Avenue, North Balwyn VIC
Xpresso Delight Adelaide:	6 Ardrossen Avenue, Belair S.A.
Xpresso Delight Perth:	12 Grafton Road, Bayswater W.A.
	Coffee Machine Parts and Consumables.

