

ROAM'IN PIZZA



**MOBILE PIZZA CATERING
THAT WILL AMAZE!**

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AT A GLANCE

CONCEPT

Roam 'In Pizza is a mobile catering franchise that delivers a unique experience using the attraction and magic of a traditional wood-fired oven.

This exciting and different franchise is ideal for catering for a variety of events:

TERRITORY

Territories are available Australia-wide.

MARKETING SUPPORT

Website, product brochures, promotional flyers, and Group Advertising Program.

AGREEMENT TERMS

5 terms of 3 years each.

INVESETMENT REQUIRED

\$21,000 plus trailer and inventory (Excludes GST)

BUSINESS ESTABLISHED

2010

QUALIFICATIONS REQUIRED

- Excellent communication and people skills
- A passion for great tasting pizzas
- Persistence and a “can do” attitude
- Commitment to work within a system

OWNERSHIP OPTIONS

Single owner/ operator, partnership or family business.

POINTS OF DIFFERENCE

Roam 'In Pizza has the following points of difference:

- The warm, glowing flame and scent of the wood fire elevates the mood of any event
- Freshly baked incredible tasting pizzas
- Something new and different to the old spit roast offerings
- A wood fired oven that can cook a pizza in only 3 minutes, with an hourly baking capacity of 90 11" sized pizzas
- Professional, self-contained catering systems that will amaze clients from set up to close down
- Low ingredients costs yet high value end product (i.e. cost of sales around 30%)
- Professionally designed and built fully self-contained and integrated catering trailer
- The menu can easily be changed to suit any particular client needs

OUR STORY

Robert and Lisa Weeks have always had a passion for freshly prepared and flavoursome food! Through their personal and work based involvement with social events that utilised traditional caterers, they thought there must be something better.

Robert has spent 25 years in the banking and financial services industry. He has held management roles for the past 18 years. He has a thorough understanding of business development, financial management, leadership, coaching, recruiting and training. During his last role as State Manager for Queensland he was a key part of the Executive Team which met to shaped national strategy and ensured its execution.

Lisa comes from a training background and has held many senior roles over her career. She has a strong IT background and accounting. In her earlier years, she was heavily involved in her families' pizza business and with this knowledge behind her; this has given them the confidence to become involved in this industry.

They conducted extensive research on wood fired oven pizza making, market needs and the performance drivers of mobile catering. They then developed their own dough making techniques and pizza recipes and created the Roam 'In Pizza menu. They tried different ovens and then finally developed the Roam 'In Pizza mobile catering unit.

They then launched Roam 'In Pizza and have spent the last twenty two months “hands on” operating the business themselves.



OUR PROMISE

TEAMWORK

We encourage strong involvement and interaction between the entire Roam 'In Pizza organisation:

- National Franchisor
- Franchise Owners
- Key suppliers

DEDICATION

We are 100% dedicated to creating growth opportunities for all Franchise Owners through unparalleled support, training and performance coaching.

TRANSPARENCY

We develop supportive franchise partnerships through honest and transparent business practices. We want you to feel comfortable with your decision to join the Roam 'In Pizza franchise team and we welcome your questions about any aspect of the franchise.

OUR TRAILERS

We have spent the past five years experimenting with different concepts on the trailer and have been able to work out what works and what doesn't. We believe we have come up with the best options in the market place. We have been very conscious of making sure that our trailers adhere to the strictest of council requirement, all units contain hot and cold running water and refrigeration, and are designed to provide a generous work space to work more efficiently and generate more income

The larger trailer is designed for the person who is looking just to hook up and arrive at your destination open the sides up and start work, there is no need to be carting extra equipment in the car.

WHY FRANCHISING?

Always wanted to run your own business, but don't want to do it alone?

Establishing a new business can be a long and demanding process, with significant risk. A franchise investment enables you to thoroughly research the business before any significant expenditure is made.

The franchisor is a wealth of information about the business and has developed proven systems and established brand values - in other words, all the ground work is done for you.

Add to that the ongoing support from the Franchisor and you can see why franchising is one of the biggest growth industries in the country.

At Roam'In Pizza we have spent significant time and resources on the development of a successful model.

Having successfully established the Roam'In Pizza brand, our energies are focused on growing the business through creating and supporting Roam'In Pizza Franchise Partners.



“I joined Roam'In Pizza for the lifestyle, brand and support, so I didn't have to do it on my own! I now work 2 – 3 days a week for twice the income” B. Ellison, 1st Franchisee 2011

WHY US?

OUR COMMITMENT

We are committed to launching successful franchised Roam 'In Pizza units and supporting Franchise Owners in their ongoing growth in sales and profits. To support our commitments we have in place outcome driven manuals, a focused and effective franchise support team and a powerful Performance Coaching Program.

MARKET POSITION

We firmly believe that our mobile catering units are not only unique, functional and reliable but also produce great tasting pizzas that will support the growth of the Roam'In Pizza franchise team in becoming Australia's "No.1 wood fired pizza oven catering company".

Offering a catering event for as low as \$600.00 can be profitable for a Roam'In Pizza Franchise Owner.

RESPONSIBILITIES

One of the core responsibilities of the National Franchisor is to support Franchise Owners in achieving their personal and business goals. This is achieved by providing detailed initial training in all the key tasks of operating a franchise including:

- Finding clients
- Efficient and consistent pizza making
- Catering event logistics and management
- Franchise financial and business management

Plus ongoing support and performance coaching is provided via Skype conferences. Of course the National Franchisor will also coordinate ingredients supply and maintenance of all equipment.

THERE FOR YOU

INITIAL TRAINING

New Franchise Owners will spend multiple training days with the designated Roam 'In Pizza Training Unit.

The training will focus on the key aspects of operating a successful Roam 'In Pizza mobile catering franchise, such as:

- Strategic business training
- How to identify catering opportunities
- Business and financial management
- Customer service
- How to generate customers
- How to quote for catering events
- Event management to minimise wastage
- Pizza preparation
- Wood fired pizza oven operations
- Food handling
- Health and hygiene requirements
- OH&S
- Setting up and closing down the catering unit
- Equipment maintenance

NEW FRANCHISE LAUNCH

Roam 'In Pizza has developed a structured and effective launch program that covers the first 12 weeks of your franchise.

The launch program can be tailored to meet any particular territory and can be phased in as required.

ONGOING ADVERTISING AND PROMOTIONAL IDEAS

Roam 'In Pizza will develop and manage ongoing advertising and promotional programs and will provide artwork (at cost) to Franchise Owners.

INGREDIENTS AND SUPPLIES SUPPORT

The Franchise Services Manager will guide you in selecting your local ingredients supplies and levels.

PERFORMANCE COACHING

Your Roam 'In Pizza Performance Coach will work with you to ensure that you achieve your goals and optimise the benefits possible from your Roam 'In Pizza franchise.

THE IDEAL ROAM'IN PIZZA FRANCHISE OWNER

The characteristics of the ideal Roam 'In Pizza Franchise Owner will include, but not necessarily be limited to, the following personal attributes:

- A passion for freshly baked, wonderful tasting pizzas
- The ability to communicate easily with people
- A commitment to excellence in everything they do
- An energetic and hard-working attitude
- An appreciation for why the correct systems and standards will produce excellent outcomes for franchise businesses
- A desire to excel in what they do and develop a profitable and well-managed franchise business



WHY CHOOSE ROAM'IN PIZZA?

There are many franchises for you to choose from, but not many that can offer the following positive advantages:

- Ideal partnership or family business
- Great lifestyle, relatively short working hours
- Low capital cost to establish the franchise
- High gross profit margin
- Most expenses are variable, not fixed
- Targets a huge market in residential and business event catering
- Professionally designed, functional and reliable mobile catering unit
- Features a wood fired oven that 'intrigues' customers
- Open and transparent franchise relationship
- Long established company with a proven record

YOUR NEXT STEP

INTERESTED?

If what you have read and seen appeals to you, please complete the Registration of Interest Form and contact Robert Weeks on 0411 467 876 to arrange a confidential discussion regarding your interest in Roam 'In Pizza and what we can offer you.



ROAM'IN PIZZA™

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DISCLAIMER

Conducting a franchise business is risky. No franchise method for operation of a business is fool-proof or without difficulty. Past performance is no guarantee of future returns. All ideas, methodologies and technical approaches presented in the documents of the manuals are for franchise information purposes only and are not direct advice.

The National Franchisor (Roam'In Pizza Pty Ltd) and its representatives make no guarantee that with the best advice available, you will become a successful Franchise Owner. Conducting a franchise business requires risking money in pursuit of future gain. That is your decision. Do not risk any money you cannot afford to lose. All franchise documents, including the Franchise Agreement and Disclosure Document, have been prepared pursuant to the Franchising Code of Conduct and do not take into account your own individual financial and personal circumstances. The National Franchisor and its Directors are not financial planners or advisors.

Please consult your own Financial Advisor, Accountant or Lawyer for advice as to whether the franchise is suitable to you. Do not act on the information that the National Master Franchisor or its representative have provided to you without advice from your own professional advisor, who will verify what is suitable for your particular needs and circumstances. Failure to seek detailed professional advice personally tailored to you prior to acting could lead to you acting contrary to your own best interests and could lead to a loss of capital and expected income.

The Franchise Profile does not constitute a prospectus for the purposes of the Corporations Act.

The projections are based on assumptions that may not be valid in certain territories, and may be negatively impacted by economic conditions and competitor activities.

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