

manuals with easy to implement instructions. Our cost management system, indexed in our operations manual, is designed to provide the necessary tools to completely analyze and understand your franchise's business both from a sale and cost perspective. Informative and educational are held with the main focus and discussion revolving around driving and developing our sales while controlling costs using our proven systems.

#### **Training Program:**

Our extensive and comprehensive training program offered to our franchisees, allows them to learn our cafe policies and procedures. Each franchise operation apprentices at a specific location with each step of the training monitored and evaluated to ensure successful graduation of franchisees program. Upon completion of the training program each of the franchise operators will be well equipped with an in-depth knowledge and strong operating command of our proven cafe system.

#### **In-store Training:**

Upon successful completion of the Tazza Cafe training program and assuming the responsibility of your franchise, a Manager is assigned to directly assist you on a daily basis in your franchise for a period of six weeks. This manager works closely with you through the opening stages of your cafe, the day-to-day operating systems and procedures to ensure a successful start-up of your cafe. This program is designed to strengthen and build the Franchise operators commitment to our proven systems. Our unique six week in-store program is crucial to building your team, establishing a strong customer base, growing sales and operating a successful business.

#### **Team Members:**

The proven franchise systems and techniques teach our franchisees how to train their team. The training program for team members of your cafe is extensive and thorough. Excellent customer service skills, menu knowledge and versatility are key to the cafe program. Ongoing training ensures that the cafe team continues to expand their skills and know-how. A knowledgeable and dedicated team member, utilizing our proven systems will lead to higher profits.

#### **Supplier Partnership:**

We maintain high quality standards in our cafes both corporate and franchised. Partnership with our supplier group is based on loyalty, product quality, innovation, competitive pricing and a commitment to strong business ethics. Through an extensive selection process of suppliers we have been able to source the market's best for our cafes. Consistency of product lines and high quality is critical. Our cafe purchasing program has been designed to survey and research each and every supplier to meet our standards

of our specifications. Each of supplier is visited so that we can conduct visual inspections of their plants. Suppliers must demonstrate compliance with Government regulations and sanitation levels must be at the highest level.

#### **Advertising:**

The Tazza World Tea & Cafe group has experienced marketing personal to create powerful marketing and promotional campaigns. Our advertising campaigns are designed to focus on local market penetration and maximization. Exciting in store programs promotes further awareness, drive sales and increase bottom line results of each of our cafes. Franchisees are encouraged to contribute creative and innovative ideas for chainwide use.

#### **Commitment and Enthusiasm:**

The Tazza Cafe franchising system promotes the Owner/Operator scenario. A complete commitment to following our proven systems is critical to the success of each cafe. A pro-active, performance-driven, hands-on management style has proven most effective in our cafes. Success of each franchise is a direct reflection of the amount of effort put into the business by the franchisee. Our experience has shown that customer loyalty and sales performance and overall restaurant profitability depend on our franchisee's positive on-site influence, management style and commitment to the franchised cafe system.

High levels of enthusiasm coupled with strong leadership skills are essential to operating successful franchise system. Your presence as a leader provides guidance and direction for the entire team at your cafe. There is a distinct difference between the successful store whose franchisee practices a hands-on approach as compared to a location operated by a detached franchisee.

#### **Team Building:**

The most important ingredient for cafe success is the ability to build, train and motivate a solid team. Ongoing training in your Cafe to the standards detailed in the franchisee manual combined with open door communication is the key to succeed. Your ability to communicate and educate continually will foster long term working relationships with each team member in your cafe. The relationship you develop with customers and team members will encourage team spirit and ultimately develop strong cafe sales. Your Tazza Cafe franchise success depends greatly on people skills.

#### **Solid Investment:**

The Tazza Cafe franchising opportunity allows you to achieve the dream of owning your own franchised business. New cafes are under construction. The Tazza Cafe franchise opportunity is one of the most rewarding and sought after opportunities in the fast food franchise industry. Once we award a franchise, the regional management support group will assist you in launching and growing your cafe. Our strategic marketing plan, your ability to follow the systems, work hands on, and be a team player will all contribute to the success of your franchise.

