

FRANCHISING FAQs

Do I need to be a baker to own a Breadtop franchise?

Yes, this is the basic requirement of Breadtop group. Breadtop will train you to become one of the bakers in the store. You will be responsible for hiring of all your staff.

How many people are required for the training?

How long the training will be, will there be enough training provided?

Normally, before you open the store to trade, you need 2 bakers and 2 to 3 kitchen hands in the kitchen and few counter staff to be trained. You should be one of the bakers and your partner is preferably to be the shop Manager. Both of you and your partner are required to work full time to manage the business. The actual number of staff required will depend on how busy the business will be.

What hours do I have to trade at?

As mentioned in this brochure, you receive your daily dough requirements from the Breadtop factory each day. Your baker will normally arrive for work 1 - 2 hours before and start the first batch. Your store will open around 8 – 9 AM and close between 6 and 8 PM, depending on the day of the week and trading patterns in your shopping centre. (The actual opening and closing times may vary between shopping centres.)

Breadtop stores trade 7 days a week.

What is the minimum size of the store?

The minimum size is around 80 sqm. If the shop size is bigger than that, we may consider having seating inside the shop for serving coffee. The maximum shop size will be around 120 sqm.

Can I choose my own location or I have to choose those available sites listed on the webpage?

You can suggest your preferred location or suburb; our franchise manager will have check for you whether your preferred location or suburb is suitable.

Is the shopping centre lease in my name?

Yes, we will request the lease to be signed by you.

After I submit my application how long I have to wait before I have a response from the Franchise Manager?

We will acknowledge the received of the application form by email. Our Franchise Manager will contact the successful potential applicants a few months before signing a legal binding contract for a suitable site.

Do I buy all my stock from Breadtop?

All your baking dough and all your cakes come from the Breadtop factory. Breadtop will supply some other products such as some fillings, but only where bulk buying discounts will provide a price advantage. All other products, including drinks and other fresh ingredients you will buy from general (but approved) trade vendors.

What ongoing fees and charges do I have to pay?

There is a royalty and promotion fund paid to Breadtop each week, based on certain percentage of your gross sales turnover. Of course, you must pay for product supplied from the Breadtop factory.

What opening promotion is provided by Breadtop when my store opens?

Your store will be selected in a site with high passing traffic and this will reduce the need to spend money on advertising, both initially and ongoing. However, Breadtop will assist you with a launch promotion in your shopping centre. The details will be worked out to suit your particular site and the time of year, etc.