

join the
OPORTO
FAMILY

FRANCHISEE PACK 2015/16



WEL COME to Oporto

At Oporto, we're always on the lookout for motivated people to join our growing franchisee team and share in the success of one of the most exciting brands in the dynamic fast food industry.

We are constantly unearthing new site opportunities and offer a number of attractive store formats including food court, street front and drive-through locations.

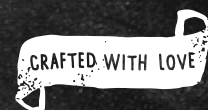
Over the past three decades, Oporto has developed into a strong player in the market and we now have over 140 stores across Australia and New Zealand. Whilst we have come a long way from the days of our first store in the Sydney beachside suburb of Bondi, we have never forgotten our heritage of high quality, great tasting and authentic fresh-grilled chicken and burgers.

We welcome your interest in joining the Oporto family and look forward to exploring this exciting opportunity with you in greater detail.

HOT
CHILLI
KICKIN'
CHICKEN



fresh
burgers



EAT WELL LIVE SPICY



OH
SO
SAUCY



SAY
NO
TO
frozen



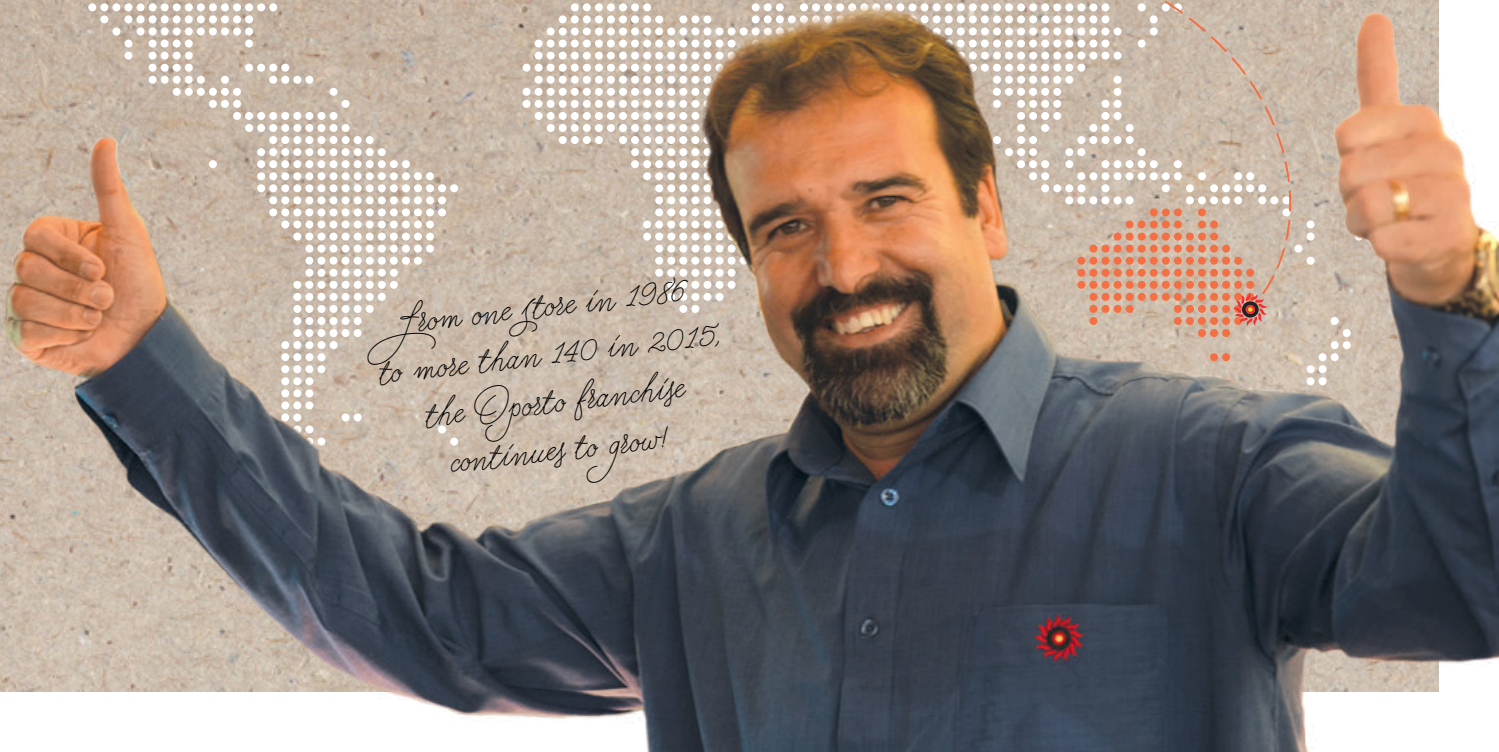
THE SOURCE *of the Sauce*

Oporto Founder Antonio Cerqueira brought much more than just his accent to Australia's shores.

Traditional Portuguese cooking methods and a sauce with irresistible force... Antonio Cerqueira wasn't about to reveal the secrets of his unique, traditional chilli sauce to a soul! Instead, he opened his first Portuguese-style chicken restaurant on Sydney's famous Bondi Beach in 1986, stunning the locals' tastebuds and quickly gaining an ever-growing army of fans.

That first splash of Antonio's now legendary, almost addictive sauce now satisfies over 15 million customers a year. Antonio's strict insistence on the highest standards of freshness and quality, his delicious sauces and the genuinely relaxed, friendly atmosphere you'd expect of a wholly-owned Aussie company continue to this day and help make Oporto's fresh-not-frozen, grilled-not-fried chicken and burgers completely irresistible.

*From one store in 1986
to more than 140 in 2015,
the Oporto franchise
continues to grow!*



So, what's **THE SECRET?**

No one does chicken like Oporto.

What's the secret? Well it's all about the taste... with that unique, irresistible Oporto flavour coming from:

- 🍷 Our real, authentic-style "fresh-not-frozen, grilled-not-fried" chicken
- 🍷 Our secret marinades, used prior to cooking our chicken
- 🍷 Our legendary, irresistible Chilli Sauce made with fresh chilli, ginger, garlic and lemon
- 🍷 Our Lemon & Herb, Prego, Feisty BBQ, Herb & Garlic Aioli or Chipotle sauces which are available for our customers to apply to our chicken after cooking.

Oh, come on – you didn't really expect us to reveal those secret recipes, did you?!

THE BONDI BURGER™

This is Oporto's original Aussie Classic with 1, 2 or 3 fresh-grilled chicken breast fillets topped with lettuce, cheese, mayo and our legendary Chilli Sauce.

THE DISTINCTIVE OPORTO FRESH-GRILLED CHICKEN

It starts with our secret marinade, then all Oporto chickens are cooked Portuguese style... laid flat, then flame-grilled to keep the fat out and the flavour in. The chicken is basted with the customer's choice of one of our legendary sauces.

*Oporto...
Aussie born & bred...
and delicious!*



oporto.

WE ARE HERE

in spades

We have 140+ stores across Australia and we are continuously adding more stores to our network.



*We have stores in *
New Zealand too!*

oporto

it's a RECIPE FOR SUCCESS

Our first franchised store was opened in 1995 and since then, franchising has been a key element in Oporto's success.

Aware that our future depends on the dedication, creativity and success of our franchisees, the Oporto management team give the franchise programme its highest priority.

Testament to our enthusiastic support and encouragement of those with high aspirations for success is the fact that many Oporto franchisees now own more than one store.

DO YOU QUALIFY?

Previous food industry experience is not a necessity but we do require a commitment to devote full time focus and attention to your Oporto business.

Other important factors we look for include:

- Passion for the Oporto brand and for excellence in customer service
- A desire to own and create a successful small business
- Previous business experience
- An ability to work in a fast-paced environment where customer contact is constant and crucial
- An ability to learn quickly, communicate effectively and operate comfortably in a team environment
- A hands-on approach to all aspects of running a business
- A willingness to adhere to Oporto's proven and successful operating system
- Current financial standing



*Franchising has been a key element
in the Oporto success story!*

AWESOME BENEFITS

for a franchisee

Oporto is an exciting and expanding restaurant brand focussed on building a network of highly visible and high traffic sites. We are always on the lookout for franchisees with a passion for food, people and success to join the network!

Whilst most Oporto stores are successful, it is important to understand that with any business there is an element of risk. That said, one of the benefits of a successful franchise concept is that one is investing in a tried and tested model that has proven successful over many years – and in the case of Oporto, this is particularly true.

Oporto is an exciting, expanding restaurant operation. As one of our franchisees, you will have the right to use the Oporto name, systems and trademarks which have been developed over 30 years. The Brand's popularity is proven by the ever-increasing number of regular customers that visit our stores – well over 15,000,000 every year!

THE BEST IS YET TO COME

Oporto is a young, dynamic and growing franchise business and there are great opportunities available. Indeed, we believe that some of our best sites are yet to be found and are continuously adding new sites in Sydney, Brisbane, Adelaide, Canberra, Melbourne and Perth.

You do not need food experience to join the Oporto group, but you must be passionate about food and, in particular, Oporto food. As a new franchisee you will be fully trained by experienced Oporto staff and your store will be fully fitted out by a team of experienced shop-fitters

TRAINING AND MANAGEMENT

Oporto's operations team provides on-going training and management support to ensure every franchise owner understands the operational, financial and marketing elements of running an Oporto business.

If you want to expand and own more than one store, we will enthusiastically help you provided, of course, that you are operating your existing store effectively and are complying with Oporto's multi-site criteria.

SUPPORT

You will be in business for yourself, but not by yourself. Oporto will provide constant help and support meaning you will never be alone. Whilst we are always there to help in any and every way, the degree of your success will be determined by your own drive and dedication. Over the years, we have found that the success of a franchised restaurant is largely determined by the qualities of its owner.

*Be your own boss,
with support if you need it!*

JOIN US

in 6 easy steps!

Start by sending an enquiry on our website: **oportocom.au** or call our office **(02) 8905 8400**.

1 An initial one-on-one meeting will be arranged so you can ask any questions and decide if you want to proceed to the next step.

2 You will be advised to undertake your own research into the Oporto group before making the decision to go ahead.

3 A one-day in-store visit will be arranged so that you can get first hand experience of Oporto's day-to-day operations.

4 Once a suitable site has been identified and agreed you will be required to prepare a brief business plan for the location.

5 Keep in mind that as part of the process you will be interviewed by key Oporto executives to ascertain mutual suitability for the brand and the business.

6 On acceptance by Oporto, you then pay the \$50,000 (plus GST) Franchise Fee and commence Oporto's comprehensive training programme.

NOTE: you can cease the application process at any point prior to signing the Franchise Agreement.

oportocom.au

We've **GOT YOUR BACK**

We back our franchisees with training, marketing and ongoing operational support.

INITIAL TRAINING

Before the opening of their own store, all franchisees complete Oporto's initial training programme and must be prepared to work in an existing Oporto store for a period of at least 10 weeks without pay.

Initial management training provided as a part of this programme can be followed up with ongoing sessions if required.

ONGOING TRAINING

A range of professionally developed courses are available so that franchisees, managers and staff can constantly improve their knowledge in order to strengthen their operational skills.

GROUP ADVERTISING

Advertising contributions received from all stores are used to fund national brand building and promotional campaigns. The group advertising helps increase brand and product awareness in all areas where there is an Oporto store. A franchisee committee, formed to represent the views of our franchised operators, provides feedback on all group marketing activities so we can continuously improve marketing initiatives.

LOCAL MARKETING FOR YOUR STORE

We also provide consultancy on the use of our corporate logo and marketing guidelines at a local level. All local store marketing activities and initiatives specific to your store are first approved by the marketing department before implementation. We actively encourage stores to get involved in local community events.

OPERATIONAL SUPPORT

Our dedicated and experienced operations team will visit your store on a regular basis to ensure that you are on top of all procedures and to assist in maintaining the highest standards in product quality and customer service.

OPORTO OPERATIONS TEAM

You can contact us anytime for continued operational support:

oportocom.au
02 8905 8400

oporto

Facts and FIGURES

The information below is described in broad terms only. More detailed financial information will be provided during one-on-one meetings.

LOCATIONS AND SET UP COSTS

Oporto oversees the construction and fit-out of all stores using approved independent contractors.

Oporto currently employs independent contractors to locate sites; however we welcome site suggestions from potential franchise owners.

Oporto stores can either be located in shopping centres, busy shopping strip locations or stand-alone drive-through sites.

Approx. cost of a typical shopping centre location to fit out.	\$450,000 to \$700,000 (plus GST)*
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(The GST portion should be refundable to the franchisee)

Approx. cost of a typical strip shop location to fit out (more for a larger location)	\$450,000 to \$750,000 (plus GST)*
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Approx. cost of a typical Drive Thru location to fit out (more for a larger location)	\$600,000 to \$900,000 (plus GST)*
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**NOTE: The cost of a store's fit out will vary depending on the size and layout of the store.*

These costs will only be relevant if the owner of the property undertakes significant building works on Oporto's behalf.

Fit out costs include, amongst other things, restaurant equipment, architect fees, council fees, site finder's

fee, computer hardware and related software. The costs exclude the one-off franchise fee of \$50,000 (plus GST).

FRANCHISE FEE

In addition to the store fit out costs, a franchise fee of \$50,000 (plus GST) covering a franchise term of up to 10 years is payable to Oporto upon the signing of the franchise agreement.

ONGOING ROYALTY

6% of weekly gross sales is payable to Oporto on an on-going basis.

ONGOING MARKETING CONTRIBUTION

Currently 4% of weekly gross sales is payable to a group marketing fund for group advertising. This may increase to 6% in the future.

HOW MUCH WILL I MAKE?

The profitability of an Oporto store depends on many factors such as the store's location and the ability of the franchise owner to effectively run the business. Oporto does not provide franchisees with any sales or profit forecasts in relation to Oporto stores. Franchisees should prepare their own financial projections after seeking independent accounting advice.

FINANCING

Oporto has arrangements with a few of the major retail banks whereby favourable financing is available for franchisees who qualify.

FAQ'S & answers

Q. What will it cost me to set up an Oporto store?

A. The total cost will vary depending on the size and layout of the store. Typically, stores cost between \$450,000 and \$900,000 (plus GST) to establish.

Smaller stores or stores with existing equipment may cost less and larger stores may cost more.

In addition to this you will need to pay the franchise fee of \$50,000 (plus GST).



Q. I want to invest in an Oporto store, but I don't want to work in the store. Is this acceptable?

A. Experience tells us that Oporto stores perform significantly better when their owners actively participate in the day to day running of their store.

We therefore require that the owner of the business devote his/her full time and attention to the business – we do however, encourage franchise owners to employ a store manager, thereby enabling themselves to take regular breaks and to work on growing their businesses.

Q. Do I have to find a site?

A. We have agents constantly looking for sites, however they cannot cover the entire market. With this in mind we welcome potential franchisees who find their own sites to recommend these for our consideration and approval.

Q. I don't know anything about running a food business. Is this acceptable?

A. Yes. Before you open your Oporto store, we will provide you with comprehensive training so that you can learn the Oporto systems and procedures.

Q. How much money will I make as an Oporto franchise owner?

A. This will depend on numerous factors including the store's location and the way in which the franchise owner operates the business.

Oporto does not provide franchisees with any sales or profit forecasts in relation to Oporto stores. Franchisees should prepare their own financial projections after seeking independent accounting advice.

WITH A LITTLE HELP

from our friends



We are proud to work with McCain, one of the world's great food processors and producers and suppliers of our legendary chips.



Oporto goes better with Coca-Cola! We're delighted to be associated with such a great soft drink company.



There is no substitute for quality and freshness and Tip Top, one of Australia's premier bakers, ensures our buns are the freshest in the industry.



HACCP Australia work with us to ensure **Oporto meets all national and local food safety regulations**, conducting regular Oporto Store Audits to ensure that all our stores comply with our HACCP accredited Food Safety Program. HACCP Australia also assists us in managing our Vendor Quality Assurance Program to ensure we are supplied with the freshest quality ingredients.



"Your business success is our business, and has been for over 50 years." PFD Australian owned and operated since 1943 we pride ourselves on service and reliability delivering to food service businesses all across Australia.



Summertime Premium Poultry, part of the Cordina Group, is Australia's premier manufacturer of highly specialised natural chicken products. **Summertime has been with us since the very early days in Bondi** and has been a loyal supplier of custom made Oporto chicken products ever since.



Red Lea Chickens proudly supplies our stores with top quality fresh chicken partnered with outstanding support and commitment.

Wanna know
MORE?

Please visit **oportocom.au**
or give us a call on **02 8905 8400**