



# FRANCHISE INFORMATION PACK

**KEEP'N IT KIWI SINCE '97**





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## INTRODUCTION

Life is all about opportunities. If you are never satisfied with mediocrity, constantly seek challenges and want to take ownership of your lifestyle and work balance; then this is a rare opportunity not to be missed. We are often told that fortune favours the brave; however savvy entrepreneurs wisely decide on the smartest opportunities that consistently exhibit critical key factors for success time and time again.

Breakers Restaurants is one of the most renowned, successful and innovative hospitality operations that have developed into an iconic leisure and lifestyle consumer brand network. Think Breakers and you are reminded of all the things that we all hold so dear to our hearts. Fun, family, great food

and the type of casual, easy-going relaxed feeling we all get on holidays without all the pressures of our usual day-to-day formalities. These values remain consistent for the majority of consumers to this day and an escape from the routine is a rare desire that draws a compelling and immersive synergy among wide-ranging and diverse age-groups, locations or background.

Our surfing-themed family restaurants, for example, have grown over the last 20 years to incorporate all of these key factors. Breakers people are welcoming and fun whilst remaining attentive to your individual needs. The ambience is as adaptable as you, yourself see fit with a myriad of extra-sensory activities, movement, audio and lighting that suits those

wanting to be engaged or entertained. Equally, however, for those seeking a rare respite from social interaction, patrons can simply slip into an intimate booth and savour more one-on-one fulfilment without the uncomfortable rules of traditional formal dining. You will notice older patrons seamlessly dispersed among younger people, families coming together and children playing together in a harmonious leisure environment.

**“... the ambience is as adaptable as you, yourself see fit ...”**





Operationally, Breakers Restaurant is renowned for consistently fast, friendly value-for-money, with a world-class operations system underpinning the entire services mechanic; end-to-end. From the moment you walk or drive past a Breakers Restaurant, you will unknowingly from part of a highly astute integrated experience, tailored to the individual desires of each consumer.

The Breakers Restaurant brand extends beyond the core hospitality product and into many forms of interactive consumer channels utilised to constantly stay in touch with our customers beyond the restaurant lifecycle.

Our world-class loyalty systems and marketing strategies engage people in store, via mass media,

retail, direct, via publishing, online and at numerous events and sponsorship.

Many people now also identify with a wide-range of new Breakers Restaurant merchandising, entertainment, products, events and services. Rarely does what starts out as just a simple bite to eat hold so much broader appeal and continued brand loyalty to so many consumers, so often.

Vertically, the core brand extends into key market sectors like the highly detailed sub-brand developed for pre-teens called, The Grommet Club. Here, the experience is tailored especially to meet the needs of both kids and their families - beyond the standard mealtimes and into the hearts and minds of young people at school, at home and during playtime.

The simple fact is, unlike many other franchises, so many types are all drawn together with one common thread at Breakers; non-pretentious, self-determining fun that's real value-for-money. That's why at Breakers Restaurants we say that it's expected that we would sell quality food and drink. More so, we welcome you to be a part of our network of great experiences. So why don't you drop in and chill out with us at Breakers Restaurants!

**"... fun that's real  
value for money..."**

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## IS A BREAKERS RESTAURANT FRANCHISE BEST FOR YOU?

Owning your own franchise business is a dream for many people. As exciting as the dream may be, the realities of actually 'taking the plunge' can seem extremely daunting.

There are lots of definitions of franchising, but its principles are very simple. Franchising is an agreement that allows one party (the franchisee) to do business under a brand name and according to a given pattern of business that has been successfully developed by another party (the franchisor).

The benefit is you can hit the ground running, have a strong network of support behind you, and risk is

mitigated by a proven formula. Because franchising is simply a way of doing business and not a business in itself, the first question you should ask yourself is what sort of business do you want.

An accounting franchise is very different from a fast food franchise which is very different from a lawn-mowing franchise. Key to any decision will be your personal circumstances and you should give serious consideration to things such as:

- Your personal goals
- The operating hours
- Your ability to manage staff
- The type of customers you will be dealing with
- The level of skill involved in running the business
- The physical demands of the business

Breakers Restaurant presently have a mixture of franchised and privately held restaurants available - with numerous Greenfield sites under consideration depending on the needs of franchisees.

**"... you can hit the ground running, have a strong network of support behind you..."**

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**“... passionate about people and customer service - this is our number one priority at Breakers Restaurants and should be the focus of the franchisee too...”**

Breakers Restaurants look at potential franchisees very carefully. It's important we put our perspective

partners 'through the wringer' to make sure we get the right calibre of people with the right skills and attitudes to ride the Breakers Restaurant wave. If you feel you tick the following boxes, then you should get in contact with us:

- Passionate about people and customer service - this is our number one priority at Breakers Restaurant and should be the focus of the franchisee too.
- Hardworking and dedicated - while Breakers Restaurant is a proven formula we believe in continual mutual attention from the franchisee.
- Fun loving and sociable - all our Breakers Restaurants have a casual and fun atmosphere and the business needs people who can transmit the same good feeling to our customers ensuring

the best possible experience.

- Sales and hospitality knowledge - we want people with a passion for sales and how the service industry works. Although we will provide training,
- Systems and on-going support - it's ultimately all in how the franchisee "sells" and "delivers" the brand.
- Basic financial and administrative knowledge - a basic knowledge of dollars and cents obviously helps control the efficient running of your franchise.
- Organisational and management skills - these are a requirement for the efficient running of your franchise since you will be running a team environment.

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## HOW MUCH DOES IT COST TO BUILD A BREAKERS RESTAURANT?

Varies from location to location, we will discuss the detail with you in the application process. As a ballpark figure NZD \$100,000 minimum capital is required. There is also a franchise fee for your territory which includes a fund set aside for training costs.

## HOW MUCH IS THE MARKETING CONTRIBUTION TO BUILD THE SALES OF MY STORE?

Franchisees contribute 2% of gross turnover paid weekly for leading marketing services and promotions.

## HOW MUCH ROYALTY DO I EXPECT TO PAY TO THE FRANCHISOR?

Franchisees contribute 6% of gross turnover paid weekly.

## WHERE CAN I OPEN A BREAKERS RESTAURANT?

We welcome enquires from suitable persons who wish to purchase franchises in any location. Breakers Restaurant currently has outlets in various locations New Zealand wide, that are held by the company and we welcome enquiries from suitable persons who would consider purchasing these franchising rights - offering a rapid return on investment.

*'Since taking on the Breakers Franchise in Mount Maunganui we have had fantastic support from the team at the Franchise Office. The Breakers Systems are second to none and the Brand is strong with great support from our customers. This has allowed us to make the most of the lifestyle at 'The Mount' while still getting a great return on our investment.'*

**Tom Collins & Noortje De Beer**  
Franchisee's Breakers Restaurant  
Mount Maunganui





## WHAT LEVEL OF SUPPORT DO I GET FROM THE FRANCHISOR?

### Help in the theme, design branding, set up and maintenance of your Breakers Restaurant

Every Breakers Restaurant has been thoroughly researched in terms of engaging the right type of target market in the right location. We have a POS team that ensure signage is visible to approaching consumers, and every element in-store forms part of a “in-store” marketing pack that is considered at the forefront of leisure retailing.

### Assistance in staff recruitment and development programmes

Since its inception, we have learnt tactical training and recruitment techniques to ensure the type of people that work for Breakers Restaurant suit the demands of the clientele. We understand staff management can often be daunting; however, we have proven development programmes in place to help obtain maximum return from your labour costs.

### An 8 week comprehensive on-site training programme

We personally ensure the initial period is documented in-full and also reinforced in person to ensure you and your staff are well versed in doing things the Breakers way.

### On-going operational support programme and mentoring

We have operational support teams that can be deployed to be with you to help weed out any minor issues that may arise, mentor the staff and help you with your routine for on-going optimum performance.

### State-of-the-art information technology systems and support

From point-of-sale promotional devices, security, till systems, emails, web marketing, docket systems and customer relationship management tools - all the technology is in place to ensure your site is capable of minimal downtime.

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### Regular franchisee/franchisor meetings and training events

Educational programmes are at the core of Breakers Restaurant, and all franchisees are welcomed to contribute to new ideas concepts and programmes with other franchisees and the franchisor at regular get-togethers.

### Support with your localised marketing initiatives (graphic design, printing, placement)

We offer the facility of world-class graphic designers, web developers, creative account managers and

marketing experts with local and international experience to help you achieve your localised marketing (see examples of marketing collateral above).

### Opportunity to join a centralised supplier-base with improved franchise trading terms

Joining our franchised network means you benefit from reduced rates of supply of food and beverages, technology support, site maintenance and the like.

Join the Breakers group marketing schedule with large-scale mass-media, loyalty programmes, direct

marketing campaigns and event-based promotions nationally.

Breakers Restaurants employ the services of leading strategic marketers to develop a practical and results-driven promotional programme week-on-week for all franchisees. We use proven forms of media for the best results after years of experience in delivering incredible return on investment for your marketing spend.





## HOW LONG IS THE TRAINING?

Training is provided onsite in the weeks prior to opening as well as opportunities for new franchisees and key staff to train in an existing site. An agile support team will work with you in your site for the first few weeks of trade until you are confident and familiar with how the business operates.

## HOW LONG DOES A FRANCHISE AGREEMENT LAST?

The agreement is signed for ten years with a right of renewal.

## WHAT ARE THE EXPECTED RETURNS FROM OWNING A BREAKERS RESTAURANT?

This area will be discussed through the selection process, however a key benefit of this type of business is frequent and consistent cash-flow with documented trading history available to assist in forecasting.

## WHAT IS THE MINIMUM CAPITAL I NEED TO BE CONSIDERED FOR A FRANCHISE?

Approx 60% of the ingoing capital, however finding the right type of person for a franchise is important to us so we are open to discuss other options.

**"...joining Breakers Restaurant will create an unforgettable experience for you, your team and the customers alike..."**



## TIME LINE FROM START TO OPENING YOUR NEW 'BREAKERS RESTAURANT'



## THE FIRST STEP TO BECOMING A BREAKERS FRANCHISE MEMBER

### What do I do next?

Please get in touch with us if you require more information or are interested in a Breakers franchise. Simple questions can be directed to us;

**email:** info@breakers.kiwi  
**telephone:** Jadene McCarthy 06 834 0537 ext: 1 or 022 658 1364

If you require more detailed information or you are serious about talking about a franchise opportunity please complete the attached form and return it to us by post:

**address:** Breakers Restaurants Limited  
PO Box 340, Napier 4110, New Zealand

## FRANCHISE INFORMATION

We encourage all perspective franchisees to seek independent and professional advice. A good place to start is with your bank. You can check various banks' franchising pages, for instance;

- [www.westpac.co.nz](http://www.westpac.co.nz)
- [www.bnz.co.nz](http://www.bnz.co.nz)

A good place to go to for help is Franchise New Zealand. They have a lot of information available and also publish a quarterly magazine. You can visit their website at this address:

- [www.franchise.co.nz](http://www.franchise.co.nz)



# Breakers Franchise Application Form



This document is not used for the purpose of verifying the enclosed data but purely to assess your position, we will not contact any person or company divulged to us without your prior consent. In addition to this form, please forward us a recent copy of your curriculum vitae.

First name \_\_\_\_\_ Surname \_\_\_\_\_ Date of birth \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Mobile \_\_\_\_\_

Work phone \_\_\_\_\_ Email \_\_\_\_\_

Marital status \_\_\_\_\_ Spouse/Partners name \_\_\_\_\_

Will your spouse/partner be involved in the business? Yes ☐ No ☐

Your hobbies, interests, community involvements?

## Employment history and/or business experience

From	To	Position and responsibilities	Income

What customer service experience have you had?

Do you have experience in managing staff?





What sales and marketing experience have you had?

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Have you ever owned a business?

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Have you or your spouse/partner ever failed in business, compromised creditors, or been adjudged bankrupt? Yes ☐ No ☐

If yes, please explain the circumstances and any remaining liabilities.

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Are any lawsuits pending against you? If yes, please provide details.

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Do you have any criminal convictions? If yes, please provide details.

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**Education and qualifications**

Date	Qualification/Achievement



### Franchise enquiry

Where did you hear about a Breakers franchise?

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Have you visited one of our restaurants?

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Why do you wish to own a Breakers franchise?

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Do you regard a franchise as an investment, career or speculation?

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How much time do you expect to devote to the business?

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When will you be available to open/takeover the business?

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Please list (in priority) your preferred franchise territories

First choice

Second choice

Third choice

Fourth choice

What level of income would you initially expect to earn from a Breakers franchise?

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Other expectations

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**Financial statement**

Assets	Value	Liabilities	Value
Cash	\$	Personal loans	\$
Bonds	\$	Overdraft	\$
Shares	\$	Un-secured loans	\$
Share options *1	\$	Credit card *2	\$
Notes receivable	\$	Credit card *2	\$
Superannuation *1	\$	Credit card *2	\$
Other	\$	Credit facility *2	\$
Property – home	\$	Mortgage – home	\$
Property – investment	\$	Mortgage – other	\$
Property – investment	\$	Mortgage – other	\$
Property – investment	\$	Mortgage – other	\$
Others	\$	Taxes payable	\$
Other	\$	Accounts payable	\$
Other	\$	Hire purchases	\$
Other	\$	Other	\$
<b>Total assets</b>	<b>\$</b>	<b>Total liabilities</b>	<b>\$</b>

<b>Total assets minus total liabilities</b>	<b>\$</b>
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*\*1 Only list superannuation and or share options that can be surrendered and show it at surrender value.*

*\*2 Please provide details of the credit limits of any credit cards, facilities or overdrafts*

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How do you propose to finance your Breakers franchise?

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List any assets you would consider converting to cash?

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Will partners/shareholders be involved?

Yes ☐ No ☐

If yes, please provide the following details – name, experience and amount of capital they will introduce.

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To what extent will the other parties be involved in the business?

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Other financial information

**References**

*References will only be checked once your approval is given.*

Employment/business references

Name	Company	Phone number	Relationship
1			
2			
3			





Character/personal references

Name	Phone number	Relationship
1		
2		
3		

*Office use: record date/time candidate provides verbal approval to check references.*

**Miscellaneous**

In your opinion, what makes a retail food business successful?

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Other information in support of your application.

**Applicant please read and sign**

1. It is understood that this application is in no way binding upon either Breakers or the applicant to enter into a franchise agreement.
2. The applicant warrants that the information contained in this application form is accurate and understands that Breakers relies on it while assessing the applicant.
3. The applicant authorises Breakers to check any employment, personal or credit references. Breakers will seek your approval immediately prior to the checks.
4. Breakers undertake to treat this application in a confidential and appropriate manner.
5. The applicant will keep all verbal and written communications strictly confidential and will not disclose or discuss it with any other parties except their legal and financial advisors.
6. The applicant understands that all written information supplied must be immediately returned upon Breakers request.

Signed \_\_\_\_\_ Date \_\_\_\_\_  
Signed \_\_\_\_\_ Date \_\_\_\_\_





== **KEEP'N IT KIWI SINCE '97** ==

***Please post your completed application to:***

**BREAKERS RESTAURANTS LIMITED  
PO Box 340, Napier, 4110  
New Zealand**

**Free Call: 0800 7 33 337  
Phone: +64 6 834 0537  
Email: [info@breakers.kiwi](mailto:info@breakers.kiwi)  
Website: [www.breakers.kiwi](http://www.breakers.kiwi)**

