

INFORMATION

PACK



ESTABLISHED FRANCHISES

Perth North – Open For Business

Perth South – Open For Business

Melbourne East – Open For Business

Melbourne West – Open For Business

Sydney South – Open For Business

Adelaide – Open For Business

Wollongong – Open For Business

Brisbane North – Open For Business

Brisbane South – Open For Business

Gold Coast – Open For Business

Mandurah / Rockingham - Open For Business

South West WA – Open For Business

Townsville – Open For Business

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FRANCHISING TODAY

Franchising today is vastly different to franchising of the past. It has grown throughout the world over the past 20 years to be a multi-billion dollar sector of small business.

Business format or business system franchising is a method of doing business whereby a Franchisee or franchisee is granted the right to offer, sell or distribute goods or services under a business system developed & laid down by the franchisor.

Further, the franchisor provides expert advice, guidance and assistance on an ongoing basis, for which they receive an ongoing fee.

Growth of franchising in recent years has averaged around 14% per annum and has in part been a reflection of the better success rates of franchised businesses (2.25 times better according to government statistics) than that of small business in general.

The buying power advantages of franchises not only in the purchase of products but also in advertising and a range of business services means that more and more stand alone business people are converting to or buying franchise businesses.

It has been well proven that owner operators generally provide a higher level of service to customers and maintain a better control over operating expenses. In fact the head of franchising for one of the major banking groups once stated that they had seen an average of a 20% increase in turnover from company owned outlets to franchised owner operator structures.

***Source- Franchise Council of Australia Ltd*

THE FOUNDER – ANDREW AVENELL

The founder Andrew Avenell established Avalanche Frozen Cocktails in Perth, Western Australia in 1996 and it is a wholly owned Australian Company. Andrew graduated in 1994 from Edith Cowan University with a Bachelor of Business Degree, Majoring in Marketing & a Minor in Business Communications. With further studies Andrew went on to gain a Graduate Diploma in Business Computing.

Andrew's experience extends from many years in the sales and marketing arena; gaining valuable knowledge of the frozen drinks industry. This knowledge has now been specifically developed into the current business systems that have been brought into this franchising opportunity.

Andrew's enthusiasm for business and life merge into one with this business opportunity. Servicing peoples' needs by building an excellent business based on delivering; quality products and excellent customer service.

Avalanche frozen Cocktails uses only the freshest ingredients, fresh fruit & fruit juices to make up the base cocktail mix. Avalanche Frozen Cocktails also has a number of full cream, milk based products which also help differentiate itself from the competition. It is this reputation of quality products & excellent customer service that has helped establish Avalanche Frozen Cocktails as the dominant market leader in Western Australia today.

Avalanche Frozen Cocktails have grown in stature rapidly due to several basic work ethos's. Among the most important of these, is our commitment to provide our customers with the highest level of service possible. We believe that all of our customers deserve the best machines, the best quality cocktail mixes, plus fantastic customer service to match.

Through franchising we now have a way of passing on our expertise, knowledge and business systems to people who share similar business & personal values. These are only a few of the many benefits of becoming a franchisee of Avalanche Frozen Cocktails and we will do our very best to provide as much value to our franchisees as is possible.

***“The reason we do this is simple - for us to be successful as a Franchisor it is vital (not just ideal), that you as a franchise owner with Avalanche Frozen Cocktails, must first be successful.*”**

This means that we will do all we can to help you achieve your level of success. However, never forget the old saying “The only place that **success** can be found before **work** is in your dictionary!

THE FOUNDER – ANDREW AVENELL

Cont . . .

All we ask of you then, (apart from your continued commitment), is that you look, listen and learn, apply your training and follow the system. We will enthusiastically welcome any suggested improvements along the way through the use of the National Franchise Advisory Board (NFAB).

This combination of your hard work and application to our proven system can only enhance your prospects for success once you join the team at Avalanche Frozen Cocktails.

Andrew is 110% committed to seeing this new plan completed effectively and successfully, why not join him on the journey.....

BUSINESS CONCEPT

THE BUSINESS

Avalanche Frozen Cocktails was first established in Western Australia and the vision is to establish itself as a vibrant national network of hospitality businesses delivering an exciting & affordable party experience to the consumers of Australia by following the company's strategic mission statement as follows:

“Avalanche Frozen Cocktails And It's Franchisee's aim to attain the national market leadership position in the frozen Cocktail party sector by supplying & delivering superior Frozen Cocktails using only the freshest ingredients matched with the highest level of customer service, at value for money prices”

In order to achieve this we will -

- *Continue our expansion across the country through a team of dedicated Franchisees.*
- *Standardise image and operations through the use of comprehensive Operational and Training Manuals.*
- *Increase and sustain customer service standards at the highest level through committed Franchisee's.*
- *Work in partnership with others who are committed to delivering exceptional products to our clients.*
- *Develop productive working relationships with our business partners including franchisees, party shop owners, team members, suppliers, and most importantly our customers.*
- *Create a corporate culture, which encourages the unique contribution of each person ensuring the constant and never-ending improvement of the franchise system.*
- *Perform to the highest ethical, professional and commercial standards.*
- *Provide the right products & services to meet our customers' requirements (needs) every-time focusing on quality products & a customer service mindset.*
- *Realize the importance of the role that party shop owners & other strategic alliances play and to also meet their needs just as much as the customers needs where possible.*
- *Ensure that each party / function is a complete success 110% of the time to ensure repeat business.*
- *Continue to be innovative in the approach to marketing to ensure franchisee growth.*

- *Annually update our range of Frozen Cocktails to keep ahead of the competition and ensure a new and vibrant image.*
- *Provide initial and ongoing training for all franchisees and team members.*

BUSINESS CONCEPT Cont . . .

- *Develop our group-advertising plan to provide for continued brand awareness & growth of the franchise system.*
- *Maintain our professional brand image at all times to ensure our corporate identity & integrity in the marketplace.*

IMAGE

We have spent considerable time and money in developing & refining our brand image. The result of this is that our brand image is professional, well recognised, and protected by law.

PRODUCT RANGE

Avalanche Frozen Cocktails have a large number of cocktails on offer for our customers and it is updated annually (minimum) to maintain variety and keep up with consumers trends. Because of our product quality stance to use fresh fruit juice, fresh fruit and milk based products we are in a position to offer many different cocktails that our competitors cannot.

A little hint into some of the cocktails that we can offer include;

- Strawberry Daiquiri
- Pina Colada
- Mud Slider
- Sex In The Surf
- Alluzion
- Avalancher
- Children's Cocktails
- And many many more....

Add to that the ability to value add; Juke Boxes, Martini Glasses, Straws and extra Base Cocktail Mix and you have an excellent opportunity to increase the value of each & every function booking.

TARGET MARKET OPPORTUNITIES

There is a broad range of cocktails on offer to the public, and at Avalanche Frozen Cocktails we are in the position to provide them all on an overnight or weekly basis when required. Avalanche Frozen Cocktails, core business activity is in:

“Delivery, Set Up and Pick Up of Frozen Cocktail Machines on an overnight basis along with the required fresh fruit & creamy cocktail mixes, for customers private functions!”

BUSINESS CONCEPT Cont . . .

Functions range from children to adults birthday parties, buck’s & hen’s nights, corporate functions, sporting clubs end of year wind ups and the list goes on. Anywhere people gather to party, celebrate or meet brings forth an opportunity to serve Avalanche Frozen Cocktails. The Target Market is virtually endless and includes among other’s the following segments;

- Corporate Functions
- Weddings
- Bucks & Hens Nights
- Birthday Party’s
- Special Celebrations – 18th’s, 21st’s, 30th’s, etc
- Sporting Clubs
 - Football Clubs
 - Soccer Clubs
 - Basketball Clubs
 - Netball Clubs
 - Hockey Clubs
 - Tennis Clubs
 - Rugby Clubs
 - Cricket Clubs
- High Schools – Balls, Fete’s, Socials)
- Universities
- Rotary Clubs
- Surf Life Saving Clubs
- Strategic Alliances
 - Night Clubs
 - Party Hire Shops
 - Catering Companies
 - Conference Centres
 - Hotels
 - Marketing Company’s – Product Launches
 - Trade Shows

As you can see the possibilities are endless and that is one of the major advantages of joining Avalanche Frozen Cocktails; the business growth opportunities are only limited by one’s imagination.

PRICING

Pricing of functions; is in fact one of our major strengths. Consumers generally look for value for money rather than a cheap price. The quality of product & service is the “Value Test” that customers apply for our industry. With our focus on product quality; using only fresh fruit, fruit juices, full cream milk and delivering superior customer service ‘value for money’ test is passed with ease. All outlet / premises will operate under a ‘recommended’ price list however Franchisees will be free to discount if they choose. We do not encourage or believe it is necessary.

BUSINESS CONCEPT Cont . . .

ALLOCATION OF TERRITORY

Customers & Corporate Client's seeking our services exist in all suburbs across Australia and also in all major regional country towns as well. The demand for our services continues to grow as the population continues to expand into even more new suburbs. Each franchise will be based in a densely populated area with easy access to the large target market which exists for our industry.

This territory will be an exclusive area that cannot be serviced or marketed in by other franchisees.

SUMMARY

Over a 14 year period Avalanche Frozen Cocktails has built an excellent reputation for our range of products & services. Our franchises success is a direct result of our commitment to servicing the needs of our Customers. Through franchising we now have a way of passing on our expertise, knowledge and business system to people who share similar business and personal values.

At Avalanche Frozen Cocktails we are charged with the responsibility of looking after some of life's most precious memories; Birthday's. We take that responsibility very seriously and are looking for other like-minded people who will enjoy the challenge & journey, as much as we do.

Customer Service is the most important factor in building our business and maintaining a high level of customer satisfaction every time is one of most important priorities. Our commitment to customer service must be reflected in everything we say and do and our aim is to be a living product of our businesses by taking personal responsibility & pride in everything we do. We call this a customer service mindset.

Part of the Avalanche Frozen Cocktails Culture is the commitment to develop and build a customer service mindset. This is something that every franchisee and team member makes a personal commitment to at the beginning of their time with Avalanche Frozen Cocktails.

The customer is number one and our entire business system is aimed at meeting their needs better. The end result; will be a customer that leaves Avalanche Frozen Cocktails with a fantastic experience that will make a positive difference in their lives and develop into many opportunities for repeat & referred business. Loyal customers are the best customers of all.

Our level of customer service can make or break our business reputation therefore it is imperative that all Franchisees & team members understand the importance of such and deliver the level of professionalism & integrity

that is required to ensure the ongoing development and success of the franchise network in the future.

SUMMARY Cont...

If you choose to take part in this business opportunity, your efforts in this area will be rewarded in not only building a better business but also creating a culture & business atmosphere that is contagious and leaves all parties energised and having a better working lifestyle.

Business will be fun, encouraging and life changing, reflecting all of the corporate values that we stand for and along the way we also can;

“Party with the Coolest Cocktails. ©”

If this sounds like you, we would welcome your further enquiry.

SYSTEM FEATURES

- Proven System of being successful in Business

= ***Lower Risk of Failure!***

- Growing Market Recognition & Goodwill,

= ***Stature in the community***

- Intellectual Property

- Name & Logo “Avalanche Frozen Cocktails”
- Tagline “Party with the Coolest Machine. ©”
- Business Format Franchise System
- Advertising Formats
- Business Systems & Marketing Knowledge

= ***Valuable Business Knowledge & Identity***

- System Manuals

- Franchisee Operations & Procedures Manual

- Technical Manual

- Food Safety Program Template

- System Operating Standards Manual

= ***Consistency of Standards by all***

- Franchisee Support

- Field visits
- Bi-annual System Reviews
- Training & Assessment
- Newsletters
- Business Building Workshops

= ***Franchisee Support***

- Marketing

- Group Marketing Activities
- Local Area Marketing Plans
- “Contact Points”

= **Customer & Business Growth**

➤ And more.....

THE BENEFITS

Avalanche Frozen Cocktails offers potential Franchisees a unique selling position based on a customer service mindset along with a strong reputation for quality of products in a market that continues to grow.

Some of the benefits our system can immediately supply you with are:

GROWING MARKET RECOGNITION

The company has been operating successfully for a number of years and the Avalanche Frozen Cocktails name and logo are becoming more widely recognised each and every day and are synonymous with a quality of product & service that we provide.

PROVEN BUSINESS SYSTEM

Our proven formula for success can be evidenced by the success of the 12 franchisees & since incorporating the updated franchise systems for Avalanche Frozen Cocktails.

Our group Operations & Procedures Manual & other support services allow you; the new Franchisee to quickly assimilate our operational procedures & business building strategies for your own franchise.

CONTACT POINTS

Within the Avalanche Frozen Cocktails franchise system is a marketing tool which we refer to as “Contact Points”; they aim to increase the business performance in both areas of revenue growth & and customer service.

INDUSTRY EXPERTISE

Andrew Avenell’s Industry Expertise speaks for itself and we are here to pass on as much as possible the industry experience Avalanche Frozen Cocktails has gained through, both trial & error.

Avalanche Frozen Cocktails has developed a comprehensive array of skills and knowledge on this unique market segment, mostly second nature to us and it will be on tap for you.

We have the answers for you, in your franchised Avalanche Frozen Cocktails.

THE BENEFITS Cont . . .

MARKETING & AWARENESS

We will conduct the Group Marketing activities with the objective to increase the brand awareness & recognition of the Avalanche Frozen Cocktails. All Group Marketing activities will promote all Avalanche Frozen Cocktails academies for customers to contact. Our website will continue to be developed and improved to increase the user friendliness of the site.

Franchise Support Managers will help individual Franchisees prepare a Local Area Marketing Plan that incorporates the “Contact Points” business building tool and other marketing initiatives that aim to increase the franchise outlets customer enquiries and increase awareness of the outlet / premises within the franchise territory.

This means that you do not need to worry about what to say or where to place your adverts....we will help you take care of it.

Most small businesses do not have the expense budget that allows them to advertise enough to enable their business to grow as quickly as they would like. Not only is the cost considerable but the, who, what, when and how questions are all critical to the success of advertising. Through experience we know the answers!

Taking the risk out of advertising and sharing in the investment is a major contribution to the success of a business.

GROUP BUYING POWER

Corporate Uniforms, Insurance, Telecommunications, Computer Services, Cocktail Machines, Ingredients, Bookkeeping Services etc.

Virtually any service which we as a group can buy in bulk, we will receive a price discount from suppliers again helping Franchisees to achieve an even better bottom line profit for their businesses.

TRAINING / SUPPORT

There are many critical elements of running a successful business and these are already in place as policies, carefully designed to make it easier for you to reduce your risk.

Access to training, backup and support, are the keys to success.

THE BENEFITS Cont . . .

SUMMARY

These are only a few of the many benefits of becoming a franchisee of Avalanche Frozen Cocktails and we will do our very best to provide as much value to our franchisees as is possible. As mentioned earlier;

The reason we do this is simple - for us to be successful as a franchisor, it is vital (not just ideal), that you as a Franchisee with Avalanche Frozen Cocktails must first be successful.

This means that we will do all we can to help you achieve your level of success. However, never forget the old saying “The only place that success can be found before work is in your dictionary!

All we ask of you then, (apart from your commitment), is that you look, listen and learn, apply your training and follow the system. To do otherwise would be foolish. We will enthusiastically welcome any suggested improvements that you may have for group consideration, through the use of our National Franchise Advisory Board (NFAB).

This combination of your hard work and application to our proven system can only enhance your prospects for success in business.

THE OPPORTUNITY

As with all business, there are many variables that must blend efficiently to ensure success.

We have a system that works, and makes money. We have competitors and they will always be there. All that we can expect is our share of the market, which is increasing, and which we will work hard to further increase each year.

Prospective Franchisees should be certain that they have what it takes to become self-employed.

The franchise structure for Avalanche Frozen Cocktails has been carefully designed to provide investing Franchisees with at least the following: -

- LEADERSHIP
- GUIDANCE AND SUPPORT
- PROVEN BUSINESS SYSTEM
- MARKET ACCEPTANCE
- GROUP BUYING POWER
- GROUP MARKETING POWER
- SCOPE FOR ADDITIONAL SERVICES
- SCOPE FOR CAPITAL GAIN AS WELL AS INCOME

So, if you are comparing our opportunity with others in the same industry, be sure to examine all aspects and you will find that our structure really is ***better for you.***

THE INVESTMENT

Total investment and a complete breakdown of all other costs are detailed in our Disclosure Document; which will be provided to you at if you take the next step..

NOTE:

You will also require an amount of working capital, which will vary from Franchisee to Franchisee, so please don't forget about this. There will be additional up-front costs in establishing your business, in the following areas: -

- * Accounting Advice
- * Legal Advice
- * Sundry up-front payments

We would suggest that at the appropriate time you discuss these areas with us, and your financial advisor, should you take your Avalanche Frozen Cocktails enquiry further.

THE REWARDS

For a new Franchisee, individual performances are impossible to plot, however there are some factors in this industry, which can provide comfort for hard working & committed individuals.

There will always be different performance levels between Franchisees and these levels vary for many reasons such as: -

- Controlling your expenses *all of the time* can make a big difference.
- Perhaps the most important variable in the level of success you will achieve is in fact **you**. Franchisees are people and no two people are the same. We can provide you with our proven system, name and all the tools and support necessary but the size of your reward in most cases is ultimately determined by you, your diligence, and your commitment to your business.
- Not all people work at the same pace and as your reward is directly linked to hours and time spent on the job then you can see that two people with the same opportunity can actually earn different amounts in terms of gross revenue.

THE PEOPLE WE SEEK

As already stated, *you* are the key ingredient to the success of an Avalanche Frozen Cocktails Franchise. It is difficult to typecast a 'model' Franchisee for our system; however there are some important characteristics that you absolutely must have or are prepared to commit to developing.

WORK ETHIC

Nothing happens or is achieved without hard work. Be sure that you are prepared for it. Being in your own business is in no way similar to having a job. You must have a genuine desire to work for yourself and be able to run your own business with our help. Often it will mean working extra hours and missing out on the occasional social activity - however don't lose sight of your long-term objectives.

GIVE AND TAKE

This is probably the best example of the philosophy in franchising. Everyone must be prepared to 'give to get'. The best system in the world will never optimise market opportunities unless everyone recognises the 'commonality' that exists in objectives and contributes to the well being of each other and the whole.

ABILITY TO LISTEN, LEARN & DO

Our system works. Sure it will be continually developed further, however initially it is of paramount importance that you have the ability and willingness to be trained and then apply your training. There is no need to reinvent the wheel - it is already 'round'. Don't try to make it 'rounder'. One thing is certain if you don't apply the system; your chance of failure will increase dramatically.

ENJOY YOURSELF - HAVE SOME FUN !

This is a people business and people are great. You cannot afford to be shy and timid, you will need to be bright and cheerful all of the time and learn to enjoy the customer relationships that will be a part of your business. Some of your customers will become 'special' to you and your family.

THE PEOPLE WE SEEK...continued

INTERPERSONAL SKILLS / CUSTOMER RELATIONS

We do not look for 'sales' people but it is vital to understand that we are a service / sales business. Our customers deserve the best in Customer Service and this will involve your understanding of some sales and public relations techniques. Again what we refer to as a Customer Service Mindset.

AMBITION

This is an important characteristic for anyone in business for himself or herself. Set yourself some realistic goals and then work with us to achieve them. Being complacent or too easily satisfied in business can be detrimental to your business, your income and ours too. Our system needs high achievers. So be certain that you are capable of going the extra mile all of the time.

The difference in business between ordinary people and those who are *EXTRAORDINARY* is just the *EXTRA* bit. Without that little bit *EXTRA* your business will not reach the level of success that it should;

... so be sure you are EXTRAORDINARY in your commitment.

Being self-employed is hard work, make no mistake, but the rewards are there for the taking.

THE CHALLENGE

We have a unique Business Management System that has been proven over the years and believe we have a lot to offer.

Our business is not overly complex or demanding for Franchisees. However, like all businesses it requires one key ingredient from you to make it succeed - COMMITMENT. Commitment to your business and to your goals.

If you like what you see and hear, take some more time to look closer and seek more information. We have no doubts that if you are suited to our business and have the necessary financial strength and commitment, (there's that word again), you will ultimately make the decision to join us and commit to the challenge of your own business in a disciplined manner.

We are here to help you every step of the way - but you need to take the first step.

HOW TO FIND OUT MORE

This information guide is just that, a guide. It is not intended to answer all of the detailed questions that will come later.

There are some formal channels of enquiry that are available to you to satisfy other more detailed questions which you or your advisors may have.

We have prepared a Disclosure Document, which is a more detailed study of our franchise opportunity.

Should you wish to enquire further, you will need to sign a simple “Confidentiality Deed” and provide us with your details on our Application & Disclosure form. From our study of that information you may be invited to take your enquiry further.

We hope that you do just that.

Thank you for your enquiry to this point.

Your further enquiry should be made by contacting us:

Franchisor: Andrew Avenell

Telephone: ***089 243 7227***

Mobile: ***0412 183 263***

Email: admin@avalanchecocktails.com.au

Mail Address: Avalanche Franchising Systems Pty Ltd
19 Warwick Road
Sorrento 6020
Perth WA
Australia

Need **blue dots** to represent established franchises and places name ie

Perth North, Perth South, Mandurah/Peel Region, Rockingham, Adelaide, Wollongong, South Sydney, Melbourne East, Melbourne West, Gold Coast, Brisbane North, Brisbane South, Townsville

Need **red** dots on map where the following places are located places name

Franchises Available

■Albany	■Launceston
■Bunbury	■Newcastle
■Cairns	■Darwin
■Canberra	■Rockhampton
■Geelong	■Sunshine Coast
■Mackay	■Sydney North
■Margaret River	■Dunsborough
Sydney	Port Headland
Illawarra Region	Broome
Hobart	Geraldton
Kalgoorlie	Busselton
Perth	

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Once the person clicks on the dot of the place they will go through to A4 brochure. Want to see website headings as well as brochure

[Click here to download your free information pack](#)

Franchisee Testimonials

At first, trying something new can be daunting, but the fact that you have taken on a proven system gives you confidence that you have made the right decision, then the great support network is there if you need it. We like that we are small enough to have that personal touch, yet big enough to be a part of a competitive market. We also believe in the quality of our product and get a buzz from our Clients reactions - especially when they come back for more

Nev & Narelle - Peel Region

One of the first things to hit you is the full belief in the product and the second thing is the honesty of which the business is organised and operated, do not get me wrong, you will work hard and sometimes long hours but you can see your business growing slowly, this is where you need a little patience. We fully appreciate the support and backup we have received at every step and turn in our journey.

Andrew and Anne 'AFC' - Brisbane

Established Franchises

Perth North

Gold Coast

Perth South

Sydney South

Mandurah/Peel Region

Wollongong/Illawarra

Adelaide

Geelong

Brisbane South

Melbourne East

Brisbane North

Melbourne West

Townsville

Perth South West

Contact Avalanche for more information

Enjoy the success that these franchisee's have.