



20 SMOOTH STEPS TO *opening* YOUR OWN DÔME

STEP 1: ENQUIRY

The first step is to visit the Dôme website which contains a range of information regarding the company and brand. This information includes a description of the process of becoming a franchisee, typical costs and a history of the Dôme brand. If you like what you see, complete the application form on the website and a representative of Dôme will contact you shortly. You can also email us with any queries before completing an application form.

STEP 2: TELEPHONE SCREENING

You will then be contacted via email to set up a phone interview with a representative of Dôme. We will also contact you via email to let you know if your initial application has been unsuccessful.



STEP 3: FRANCHISE APPLICATION

If you are found to be a potential suitable fit to the Dôme brand in the phone interview, you will be sent a franchise application pack. This documentation set contains significant information on Dôme as a brand and as an opportunity. To take your application to the next step, you will need to complete the enclosed forms in full along with signing of the associated legal disclosures. It is the responsibility of the applicant to arrange screening and the formal interview process with a recruitment firm who will, on behalf of Dôme, conduct psychometric testing, criminal, credit and reference checks. These checks involve a small fee.

STEP 4: INTERVIEW WITH DÔME

If your application is successful to this point, the next step is to be interviewed in person by a member of the Dôme team. Unlike the previous screening style interview, this is an opportunity for you to discuss with us at length the Dôme system and culture. We shall be delighted to answer any questions that you have.



STEP 5: FRANCHISE OFFER

This package is your formal invitation to join the Dôme Franchise group. It contains important legal paperwork including the guide to the Franchising Code of Conduct, a prior representation statement as well as a formal letter of offer. To accept this offer, you will need to sign and return all documentation.

STEP #5

STEP 6: ENROLMENT AT THE DÔME TRAINING ACADEMY

As a franchisee, you have the option to enrol yourself, or nominate a manager in your place. This stage can be delayed until a suitable site is found but it is desirable to get training underway as soon as possible.



STEP 7: PRESENTATION OF DÔME BUSINESS PLANS

At this stage Dôme will start discussing the various opportunities available to you and present them in a business plan format. These plans include timelines, indicative budgets and electronic forecasting tools (based on actual network averages). Copies of all the legal documents required in the process will also be included to allow early legal review. If no suitable business plans exist to match your needs, Dôme will begin the process of seeking a suitable site.

STEP 11: FRANCHISE FINANCING

It is typical for our franchisees to seek 50% franchise financing through an approved bank. Dôme will assist you in this process to ensure that it is simple and easily completed.

STEP 12: 1ST STAKEHOLDER ROUNDTABLE

This critical meeting introduces you to the Dôme team which will be facilitating the project and allows you to review project plans, architectural design plans and to discuss practical recruitment matters.

STEP 13: 2ND STAKEHOLDER ROUNDTABLE

This meeting focuses on practical matters of budget and contracts. In particular at this meeting the final budget for the project will be presented along with discussion on any variations from the preliminary budget as reflected in the Business Plan. If the budget is accepted Purchase Orders and Build Contracts will need to be signed at this point.

STEP 14: CONSTRUCTION REVIEW VISITS



As a franchisee you are invited, but not required, to visit the site at the start of construction, lockup and fitout stages. The Dôme Project

Management team will conduct the due diligence at these stages but it is often useful for you to attend to understand the evolving project.



STEP #8



STEP 8: ENTITY CREATION

If you do not have a suitable unencumbered entity (to become the franchise entity) Dôme is able to assist in this process. As the needs of each franchise group are different, advice from an external accountant or financial advisor is critical at this stage.

STEP 9: FRANCHISE AGREEMENT

The Dôme Franchise Agreement is a critical legal document that formalizes the relationship between Dôme and your franchise entity. This is a relatively straight forward process. Again, you are welcome to have further advice at this stage. The signed agreement must be returned with the franchise fee (\$125k + GST for a 10 year agreement).

STEP 10: LEASE SIGNING

Dôme requires each franchise to hold their own lease on the property. However, we will assist by negotiating a commercially advantageous lease on your behalf.

STEP 15: STAFF TRAINING

Beyond the training of a manager, Dôme will assist in a comprehensive staff training process beginning with assistant management, general staff then finally casual staff. It is expected that the franchisee, or their manager, will be actively involved in this process.



STEP 16: FINAL REVIEW

The week before opening a final review of both the building and operational processes to date will be undertaken to make sure the café is ready for opening on schedule.



STEP 17: OPENING DAY!

The big day is often a blur of excitement and activity. Dôme provides comprehensive support during this time to allow café management to find their feet and ensure complete guest focus is maintained.



Welcome



STEP 18: POST IMPLEMENTATION REVIEW (PIR)

Four weeks after opening, Dôme makes a practice of conducting a PIR to ensure that all loose ends are resolved. Every new café is slightly different and this meeting provides an invaluable opportunity for both Dôme and the franchisee.

STEP 19: NEW CAFÉ HANDOVER AND PROJECT PORTFOLIO

The process ends with a transition from the Dôme New Café team to the ongoing operations support team. At this time we will also present



a portfolio of the project that reviews the project from first concept through to trading. A wrap up of all financial and legal matters will also be undertaken.



STEP #20

STEP 20: THE FUTURE!

This 20 stage process is only the very beginning of the exciting journey which is a Dôme franchise opportunity. Every hour and every guest is where the real adventure begins.

Please note that, to suit franchisee requirements or special commercial circumstances, this process may change. However, these 20 steps represent the usual franchisee experience.