



FREQUENTLY ASKED QUESTIONS

BRAND IDENTITY

What is the history of Dôme?

The first Dôme café opened in Cottesloe, Western Australia in 1993. Since then the brand has focused on developing the systems and operating knowledge that support its substantial food and beverage offer. The number of domestic cafés has grown dramatically, and there are a significant number of cafés in international markets.

How many cafés are there in the Dôme network?

There are over 100 Dôme cafés in seven countries.

In what markets is Dôme most successful?

Dôme cafés thrive in a variety of settings. In the current phase of growth, suburban locations and regional towns are of particular interest.

What makes for a successful Dôme location?

The size and profile of the geographically defined market from which café guests will be drawn, is critical. The level of local competition also plays an important part. Finally, the actual building that will contain the café must be carefully considered - in terms of its visibility, size and the commercial terms.

What makes for a successful Dôme franchisee?

A passion for excellent guest service, as well as strong leadership and commercial skills. In addition, a franchisee must be prepared to spend time learning the Dôme operating systems and have the energy to deliver them consistently.

What are the typical/required hours of operation?

The typical trading hours are 7am – 9pm Monday to Sunday, although in situations where there are good business reasons for alteration, these hours may vary.

EXPECTATIONS OF THE FRANCHISEE

What is your required franchise term?

The franchise term is 10 years and the fee for this is \$125,000 + GST. An additional term may be requested at the end of the initial 10 year term – or may be guaranteed by pre-payment for an additional 10 years i.e. 10 + 10 years total.

Does this need to be my only business?

No. Provided that you can satisfy us that you will be able to give the appropriate amount of ownership and presence in the café, other business interests may be permitted. Obviously, if these other business interests conflict with those of Dôme (e.g. a direct competitor), then it is unlikely that they would be permitted.

Am I required to work in the business?

That would usually be the case, however if there is a robust plan to operate the café under suitably talented leadership, Dôme will consider candidates that wish to invest and employ a management team.

How many hours a week do you expect franchisees to work?

There is no fixed number of hours that a franchisee must work. However, there is a clear expectation that a franchisee, or their appointed management team, will be absolutely committed to doing what is necessary to deliver business success.

What experience do I need to have?

There is no fixed profile for applicants. The capacity to succeed is evaluated during the franchisee selection process.

What experience is helpful to have?

It is beneficial, but not crucial, to have an understanding of guest service practices. Leadership and commercial skills are also helpful, as is the ability to forge successful relationships with people from a diverse range of backgrounds.

What training will I be required to undertake?

The 'hands on' operator of the café must complete the Dôme franchisee-training course. This is held over 16 weeks at our training academy in Midland, WA. In some circumstances, franchisee training can be arranged at other locations.

Can I 'try before I buy'?

Visits to cafés, including the chance to act as part of the café team, can be arranged during the selection process.

Should I consult a financial advisor and lawyer in regards to this opportunity?

Yes. The decision to enter into a franchise agreement, and to invest in a new Dôme café, should be carefully considered. Independent expert advice should form part of this consideration.

SITE & LEASING**How large is a typical Dôme?**

Dôme cafés come in all shapes and sizes, but most cafés are between 300 – 350 square metres.

How does Dôme handle leasing and property?

Most Dôme cafés are leased properties but freehold properties can also be very successful, the latter however generally requires a greater level of capital investment.

Will Dôme help me find a site?

Yes. The Dôme team will lead this search but welcome your input.

Who negotiates the lease for my café?

The Dôme team will lead this process, as it is an area where they can usually add significant extra value for the franchisee.

Will I be the lessee?

This will usually be the case.

What are the minimum and required lease terms?

A minimum 10 years. An initial term of 10 years, with an option for - at least - a further 10 years (split into two consecutive options of 5 years), is ideal.

DESIGN**Who designs the cafés?**

Dôme will employ its established design partners.

What changes am I allowed to make to the design?

Although you will be kept informed about the design process, there are strict guidelines that ensure uniform levels of guest comfort, operational effectiveness and brand promotion.

Does Dôme have a style guide I need to adhere to?

Yes.

BUILDING AND FITOUT**Who builds the cafés?**

Dôme has identified a selection of established, effective builders from which you may choose.

Can I build my café myself?

No, unless you have the relevant and specialist knowledge and can guarantee the brand compliance of the finished product.

Can I inspect the site? If so when?

You are welcome to inspect the site throughout the building process, under the guidance and supervision of either a Dôme team member or the master builder.

When will I receive budgets?

The budget is generally provided prior to being asked to sign any franchise agreement – and always before being asked to sign a build contract. However, in some circumstances, a franchisee agreement may be entered into for a specific market prior to a site being selected, in which case budgets will not be available.

MARKETING AND COMMUNICATION**How will Dôme help me market my business?**

Dôme will organise brand advertising for the full network of domestic cafés. This is often in prominent publications that are relevant to our target guests. A range of additional marketing and promotional activity occurs throughout the year and this centrally coordinated material is supported by the advertising and promotional fund.

What restrictions do I have when marketing and promoting my café?

All marketing and promotions, both material and mechanics, must comply with the brand guidelines.

CAPITAL REQUIREMENTS

How much capital is required?

Currently, new Dôme cafés cost between \$1million – \$1.5million. 50% of this amount is usually provided as franchise finance through one of our partner banks.

What debt ratio is acceptable?

No more than 50% of funding should come from bank debt. However, exceptions to this may be considered where there is a compelling commercial reason that does not undermine the financial health of the café investment.

What fees are to be paid to Dôme and when?

\$125,000 + GST franchise fee and a \$60,000 + GST fitout fee. The café design costs and the capital cost of the café development are payable to the designer / architect and building companies. Please refer to the Disclosure Document for full details regarding payments required.

What additional expenses will I need to cover prior to the café trading?

Franchisees will need to purchase opening stock and team labour costs in the training period that precedes the opening of the café for full trade. Full details can be found in the Disclosure Document.

INVESTMENT

What return is likely?

Dôme is committed to adhering to the Competition and Consumer Act, which prevents us from making promises as to a specific level of return. The Dôme development team will give you information that allows you to cross-reference the profile of your investment to relevant existing Dôme cafés. This will enable you to construct a clear view of the likely level of return, however we suggest you also obtain independent financial advice.

What are the financial risks in investing in a Dôme?

A Dôme franchise requires a substantial capital investment. Although the Dôme team will diligently research each new investment project, it is impossible for anyone to have 100% certainty on the long-term financial performance of a new business. This fact should be carefully considered in light of your own financial situation and responsibilities.

