

PICCOLO ME

Piccolo'ing since 2012



**BE
YOUR OWN
BOSS!**



**WE BELIEVE THAT
GOOD PRODUCT
WILL BRING THE CUSTOMER IN**

**BUT GREAT
SERVICE WILL BRING THEM BACK!**

PICCOLO ME

was established in 2012 by brothers Charlie & Roy El Hachem. The brothers set out to develop a unique café concept; a brand that did not look like a traditional chain, a brand that was young at heart but strong on traditions.

Piccolo Me set out to shake up the market, with its unique spin on traditional products, which now make up the core of its menu.

The name Piccolo Me originated from the boys' love of their coffee of choice (piccolo latte), and the small size of their first store .



SUPPORT OFFERED

BEFORE THE OPENING

- Search and site study
- Financing advice
- Layouts: suggestion and description
- Help with staff recruiting
- Training for the management of the store
- Marketing assistance with the publicity and launch promotion

ONGOING SUPPORT

- National campaigns to promote the brand name
- Continuous support in the branch
- Branch development support
- New products training
- Access to the Piccolo Me Photo Database



WHAT DOES IT TAKE TO BE A SUCCESSFUL PICCOLO ME FRANCHISEE?

- Dedication to fulfilling our goals and always aiming for nothing less than perfect
- Desire to adhere to a proven system and its procedures
- Strong communication skills, ambition, integrity and enthusiasm
- A strong work ethic
- Day to day involvement in the management of the business



NUTELLA FRIED ICECREAM

OUR SPECIALTIES

(WELL SOME OF THEM)



WHIPOLO RANGE - OUR TAKE ON FRAPPES



THE PICCOLOGATO - AFFOGATO WITH A TWIST



PICCOLO ME BOMB - NUTELLA HOT CHOC



PICCOLO'S NEST - BREAKFAST

**BREAKFAST
LUNCH AND
DESSERT**



PICCOLO ME BURGER - LUNCH

FAQ

Do I need hospitality experience?

Having hospitality experience is not essential. Having a drive to work hard and to succeed is! We have developed a training system that will allow you to learn the basics and we then build your skills. We do not let you take over one of our stores until we feel you are capable of succeeding.

Can I buy products from my own suppliers?

Piccolo Me has established relationships with key suppliers and vendors who will deliver to your store products that meet our strict standards. Using our supply chain means that you are taking advantage of pricing that has been negotiated as part of a group. Head office is open to discussions about other products, however they must meet our criteria to be used.

Do I need to follow policies and procedures?

Yes. We have spent years developing and refining policies and procedures so you can benefit from a simple and profitable system. We continually revise our systems so that we ensure the essential functions contribute the efficient operation of your Piccolo Me store.

Can I sell my Piccolo Me store?

Yes. We will assist and guide you through this process. We aim to have a smooth entry and exit from our system.

Do I need external and independent advice before I commit?

Yes. Before entering our system we require that you seek advice from competent professionals, such as legal and accounting services. We advise that you retain the service of an accountant. You need to be confident in the system and your financial situation before it is recommended that you proceed.

How do I obtain funding?

Piccolo Me will assist in preparing business plans and providing financial figures of operating stores, which should assist you in obtaining funds.

We work with many agents who can help you obtain financing. Ultimately, it will come down to your financial capabilities. Please note Piccolo Me does not make any sales forecasts or projections.

When will I be in business?

After choosing the site, signing the lease and taking possession of the place it will take 2 to 3 months for the cafe to be fully equipped.

THE 6 STEPS TO BECOME A FRANCHISEE IN LESS THAN 6 MONTHS

- 1 Online submission of a confidential Franchise Application
- 2 Candidates pre-selection
- 3 Interview and qualification
- 4 Signature of the franchise agreement
- 5 Information about the site and the financing
- 6 Training and opening of the store

CONTACT US

Piccolo Me Support Centre
Unit 5/213 North Rocks Rd, North Rocks
Ph: 02 9890 9237
Email: info@piccolome.com

www.piccolome.com

