



## **It's Made In Heaven Tea Bar Franchisee Information Kit**

**It's Made In Heaven Tea Bar Pty Ltd**

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The information in this publication is intended as a guide only.

Prospective franchisees should obtain their own independent advice.



## welcome message from the franchisor

Dear Prospective It's Made In Heaven Tea Bar Franchisee

Welcome to the It's Made In Heaven Tea Bar Pty Ltd franchise business opportunity. This overview introduces our business and its strengths, and outlines the dynamics of our Franchise System.

It's Made In Heaven Tea Bar is proud to offer franchises throughout Australia and to encourage you to share in our success as a key member of what is to become the next healthy, great Australian taste sensation.

Forget the overcrowded market of coffee and juice bar chains, if you're looking for a business that offers great returns, refreshing and unique products that stands out from the crowd, then the It's Made In Heaven Tea Bar is the business for you.

The It's Made In Heaven Tea Bar brand demonstrates our accomplishments, our pride and our exciting plans for the future growth of our product. If you haven't heard of "Bubble Tea", then hop into one of our stores to tantalize your taste buds with this sensational product. You'll soon see that It's Made In Heaven Tea Bar is a taste sensation that Australia has been waiting for!

All people throughout Australia will become addicted to the products that only It's Made In Heaven Tea Bar provides. We offer our customers a unique, quality, fresh and tasty product, in the form of tea beverages.

Our It's Made In Heaven Tea Bar Franchisees are a key part of our team! While each retains an independent business, we will benefit together as a single strong, Australia-wide organisation. It's Made In Heaven Tea Bar is a new franchise that is about to hit Australia by storm and if you want to be apart of our team from the beginning contact your Franchise Plus Representatives or give us a call. We can't wait to talk to you more about this exciting new opportunity!

**Michael Yoon – Director / Franchisor – It's Made In Heaven Tea Bar.**



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## about us – the origins of Bubble Tea

It's Made In Heaven Tea Bar is a young, bright and energetic tea takeaway beverage bar. It was started by a band of like-minded tea sippers who were determined to find the world's ultimate iced tea drink.

From the early 1990's Bubble Tea had it's origins in Taiwan and has since grown into an enormous success in Asia and the United States. A remarkable achievement in a market dominated by coffee shops and juice bars.

It's Made In Heaven Tea Bar have created a range of their own perfect bubble teas taking the coffee industry head on. It was decided to market bubble tea as a fantastic alternative to coffee, milkshakes and juices. With a refreshing healthy alternative, It's Made In Heaven Tea Bars have a beverage to suit all tastes and moods, including the now famous (trademarked) 'Snow T-Ball'.

It's Made In Heaven Tea Bar pride themselves in using the highest quality in every beverage prepared in their tea bars, only using the freshest and highest grades of tea and condiments available to make the tastiest iced bubble teas ever.

It's Made In Heaven Tea Bar first started in tropical Queensland, and intends to expand the brand through franchising to other cities across Australia.

### our point of difference

What makes the It's Made In Heaven Tea Bar different is that it is Queensland's number one bubble tea bar. Our bubble tea range is really a combination of 'fusion tea cocktails' presented in an environment of an 'all about lifestyle' tea bar.

While bubble tea is not entirely new in Asia, It's Made In Heaven Tea Bar is the first bubble tea bar to research and develop recipes and tastes more desirable to non-Asian palates.

### philosophy

The philosophy at It's Made In Heaven Tea Bar is about emphasising PEOPLE, LIFE and HELPING others in our community. We have an open management structure, where shop floor staff have full access to top management through regular feedback channels and our many fun and informal staff-management activity days. We believe in propelling people to their fullest potential and excellence through staff motivation, training and career development skills. We educate and practice strong work ethics and strive to achieve the best in customer satisfaction through creating a positive and enjoyable experience for everyone who buys our beverages.





## the it's made in heaven tea bar franchise

### why buy an it's made in heaven tea bar franchise?

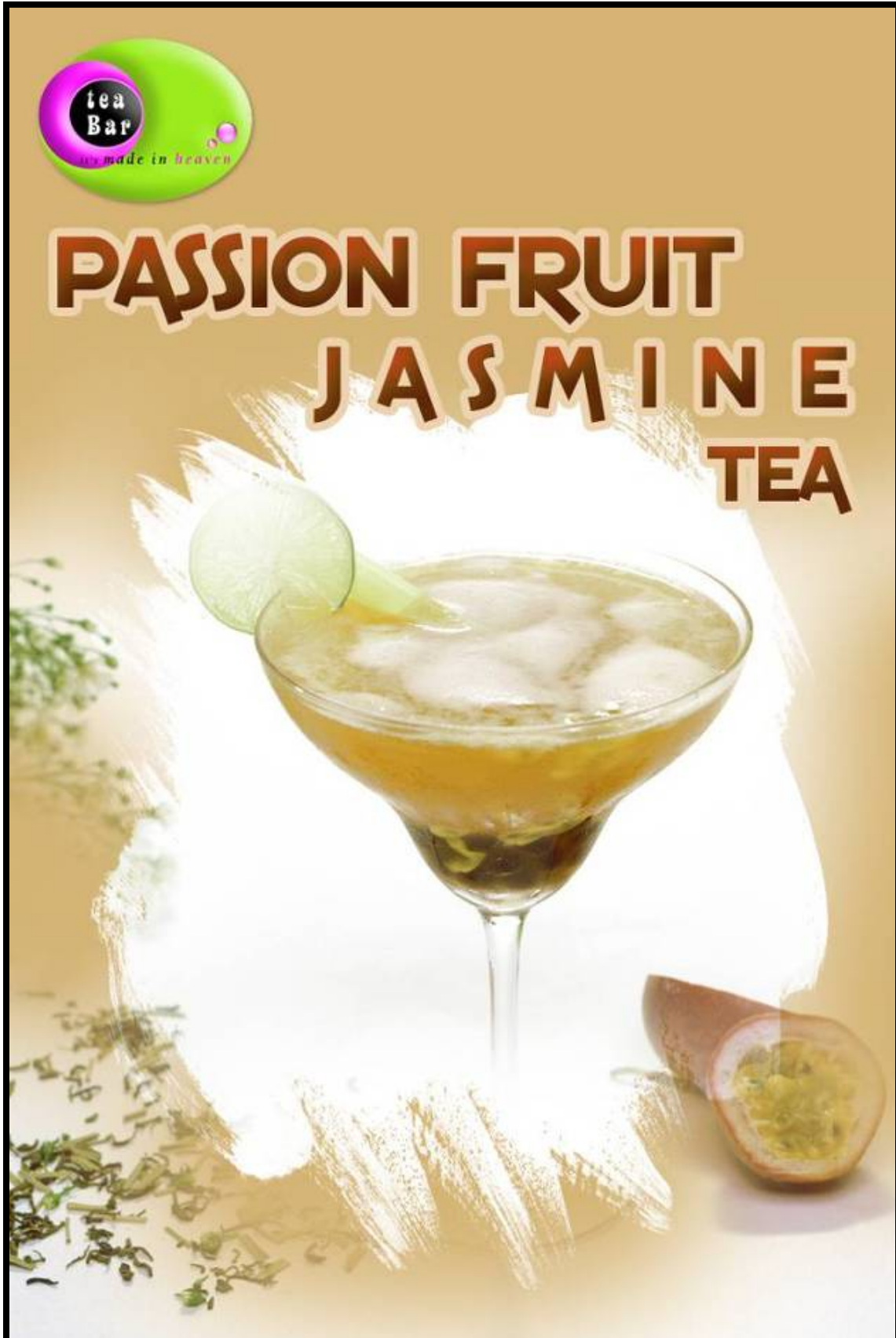
There are numerous reasons to join the It's Made In Heaven Tea Bar franchise family:

- It's a fun unique business.
- Low start-up costs compared to other, similar opportunities.
- Ongoing costs are minimal, and product wastage is near zero.
- You receive extensive initial training and support, and ongoing support throughout the life of your business.
- You enjoy the benefits of national marketing and brand awareness campaigns.
- The products are unparalleled:
  - o The bubble tea and its condiments are freshly, daily brewed and prepared under the highest quality and skill standards.
  - o The founders are highly experienced food and beverage retailers who are continually evolving the exciting and unusual cocktail-like tea creations through constant research and development.
  - o The gourmet tea menu is a trademark of authentic oriental bubble tea created to maximise taste without using artificial preservatives.
- o The teas are shaken by skilled, trained hands, not manipulated by stiff shaker machines.
- Compared to other food and beverage industry franchises, they provide a much more pleasant working environment:
  - o You don't need to handle food.
  - o You have very limited cleaning duties (no disgusting grease and oil to worry about).

### who are we looking for?

To be suitable as an It's Made In Heaven Tea Bar franchisee, you will be:

- Interested in being your own boss.
- Be an owner operator (at least for the first 12-18 months of operation).
- Prepared to put in time and energy to make your business succeed.
- Someone who is passionate and oriented towards providing exceptional customer service.
- A good communicator.





## the company

### our vision and goals

We believe that people should have a healthy alternative to soft drinks, smoothies and coffees. We want to promote the trend for people to stay healthy and look good while combating the harmful effects of most beverages available today.

Our core purpose is to elevate the stature and fun of bubble tea as the choice of beverage for people who want what they drink to be a part of achieving a wholesome lifestyle that is anything but mundane. We also want to promote the health benefits of tea and increase the tea culture in Australia.

Over the next ten years, we plan to develop a total of at least five franchised tea bar outlets in metropolitan and suburban shopping centres in every major Australian city.

We also plan to continue finding innovative ways to utilise loyalty schemes and our web site to increase sales for franchisees. We will continue to build an experienced management team in anticipation of the company's continued growth.

### corporate mission statement and vision

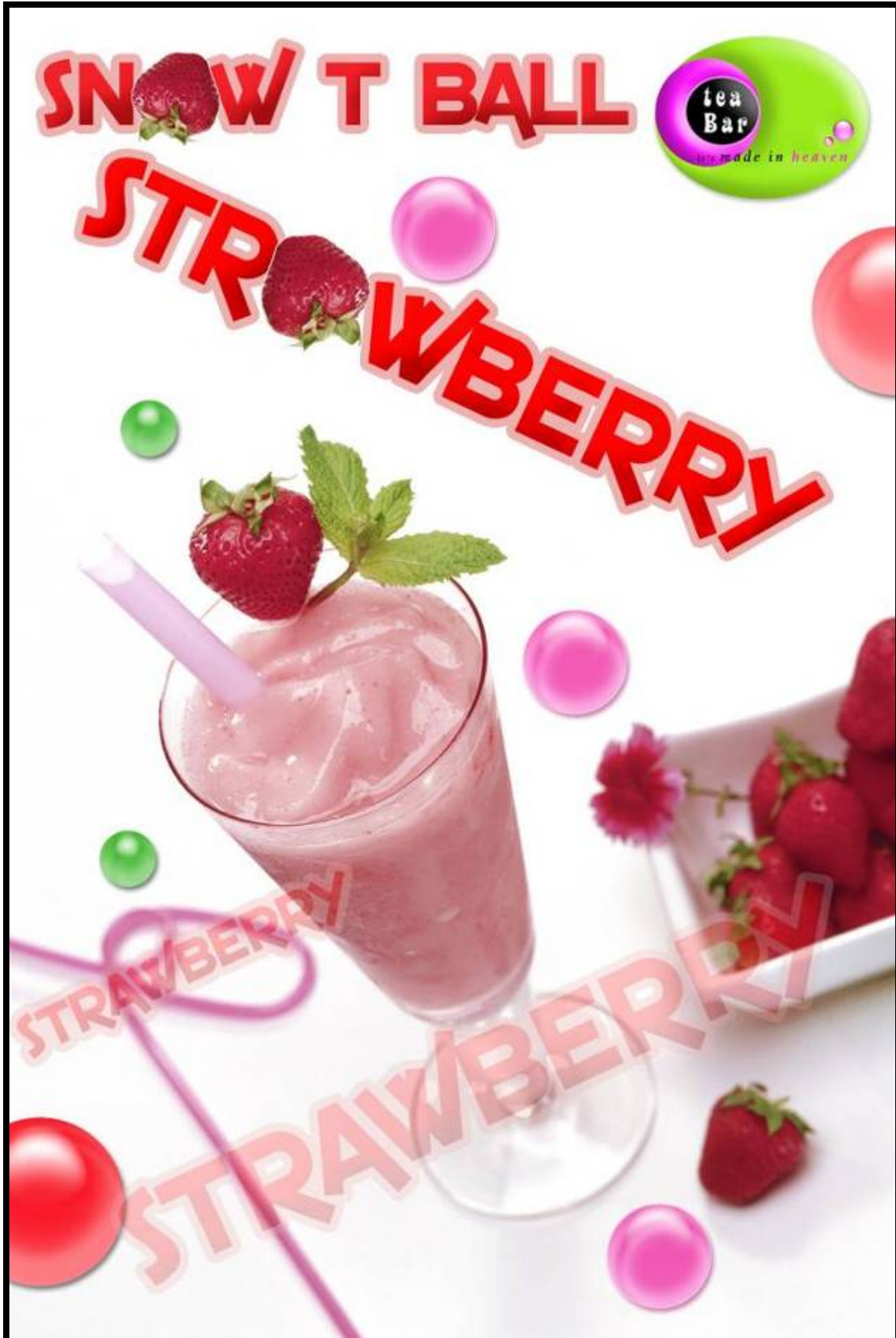
To promote the health benefits and enjoyment of Tea Drinking to both the young and old.

To constantly innovate new and exciting concoctions through research, so as to 'immortalise' tea drinking as a culture and way of life.

### typical tea bar day

As an It's Made In Heaven Tea Bar franchisee, you'll have a ball. The operation is very much like a normal takeaway café store - interacting with customers and mixing and shaking drinks.

- Providing customers with tea advice and services
- Managing employees
- Training staff
- Recording financial information, including GST
- Maintaining a clean and tidy presentation of your café
- Keeping product knowledge up-to-date
- Providing inventory planning (ordering) and inventory control (stock take and stock control)
- Participating in localised marketing and promotional activities





## our products

It's Made In Heaven Tea Bar is the first authentic bubble tea brewer in Queensland and specialise in Pearl Milk Tea (using non dairy products), the trademarked Snow T Ball (an ice-blended tea frappe) and the Bubble Pearl Tea (milk free tea).

The ingredients that makes It's Made In Heaven Tea Bar unique is the 'pearls' that are used in some of their tea products. The pearls are actually tapioca, which is cooked in the same way that rice is prepared. (Tapioca is know for it's ability to aid in digestion.) Once the client has chosen their tea drink, they are asked, "Would you like bubbles?" The pearls are added to the drink at the very end giving the tea drink a bubbling texture. With the biggest bubble tea flavours around, more and more additional menu items are being added!

The entire menu of drinks comprises of fat-free refreshers, and the chocolate and coffee flavoured drinks contain much less fat than most other shakes and iced coffee drinks on the market. It's Made In Heaven Tea Bars pride themselves in having products that contain no artificial preservatives and only the freshest ingredients.

## our customers

It's Made In Heaven Tea Bars attract drinkers from all walks of life, but who have on thing in common – the search for a delicious, healthy cold refresher packed with flavour and punch to

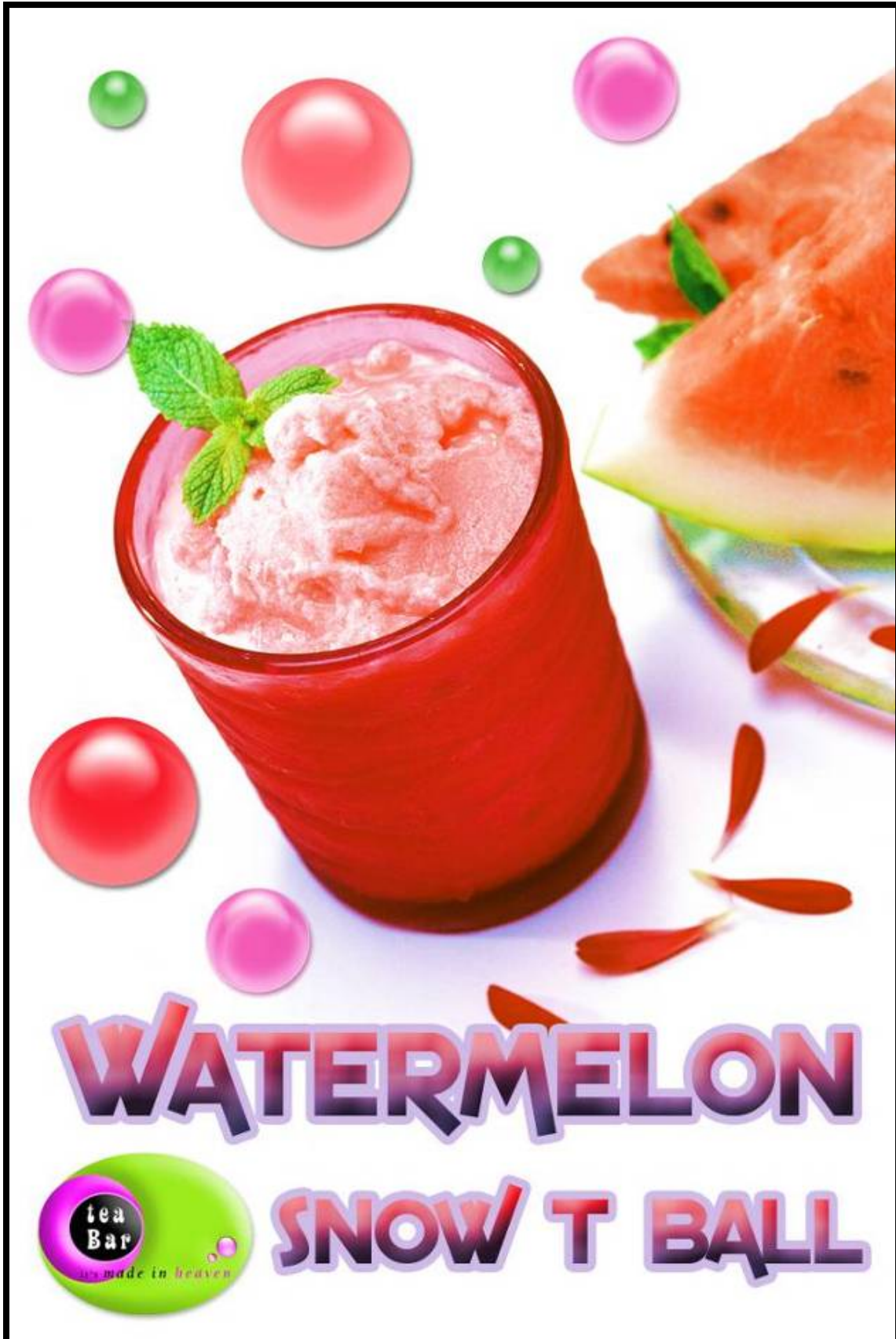
quench their thirst and their insatiable appetite for lifestyle products with a difference. A healthy alternative is the catch phrase for this century and it is the It's Made In Heaven Tea Bar that answers that call. The feedback that they receive from their customers is that 'the fabulous teas are definitely something that is addictive and healthy'.

## the health benefits of tea

According to latest research, drinking tea appears to boost the immune system, possibly even helping people fight off or blunt the effect of infections. Studies have shown that non-tea drinkers who drink five to six small cups of black tea per day for two weeks appear to be better able to fight off bacterial infections.

It's been suggested that tea may help to boost the immune system. As an explanation for tea's benefits, lab experiments have revealed that an ingredient found in black, green, oolong and pekoe teas boosts the ability of immune system cells to attack a bacterial invader.

Could tea be this seasons' new coffee?





## your investment

An It's Made In Heaven Tea Bar franchise is an excellent investment opportunity with the price from **\$115,000 plus GST** ( depending on the final shop-fitting configuration ).

### what does this include

The franchise fee is \$20,000 plus GST. This gives you:

- The right to trade under the It's Made In Heaven Tea Bar name and brand, utilising all intellectual property associated with the franchise.
- An initial set of It's Made In Heaven Tea Bar uniforms for you and your staff.
- A stationery 'starter-pack', which includes letterhead, business cards, brochures etc.

Business training, Operations Manuals and opening stock: \$10,000 plus GST. This gives you:

- Introductory practical training in how to do everything to make your franchise successful between 3 – 5 days. Plus one week of additional on site training support from an experienced It's Made In Heaven Tea Bar manager within your store.
- Comprehensive Franchise Operations manuals
- Opening stock ( between 2 – 4 weeks worth. Value \$5,000 )

Complete store fit out and machinery is between \$85,000 to \$105,000 plus GST depending on location and final shop-fit configuration.

Note: Ongoing supplies of stock will be obtained directly from the franchisor at the Franchisee's cost.

### royalties and advertising levies

For a very limited time, the Franchisor is waiving the obligation for franchisees to pay any franchise royalties or advertising levies for the life of the franchise agreement.

This is an exciting opportunity, which reflects the franchisor's interest in attracting the right people and ensuring the best prospects for their success.

While early franchisees are exempt from franchise royalties or advertising levies, they will be strongly encouraged to spend around 3% of annual turnover on advertising.







## important privacy information

Please read this information prior to completing the Franchise Application and Deed of Confidentiality Forms.

This information is being collected on behalf of It's Made In Heaven Tea Bar Pty Ltd. It's Made In Heaven Tea Bar can be contacted on 0415451555 for further information.

It's Made In Heaven Tea Bar Pty Ltd supports the Privacy Act 1988 and the associated National Privacy Principles. You have various rights under the National Privacy Principles, including the right to access any information provided to It's Made In Heaven Tea Bar Pty Ltd.

This information is being collected only for the purposes detailed and implied in the It's Made In Heaven Tea Bar Initial Franchise Application and Deed of Confidentiality. By completing this Initial Franchise Application and/or Deed of Confidentiality, you consent to this use. This information will not be used for any other purpose without your consent.

It's Made In Heaven Tea Bar Pty Ltd shall not divulge any personal information to any person or organisation unless we are obliged by any law to provide that information, or if the intention to divulge information is contained in the It's Made In Heaven Tea Bar Initial Franchise Application or Deed of Confidentiality.

**It's made in heaven Tea bar**

ABN 31 109 029 512

Contact: Michael Yoon

Mob: 0415451555

Email: [tea@teabar.com.au](mailto:tea@teabar.com.au)

This confidential information will be used to help us assess your suitability as a franchisee. This information will not be used or disclosed for any other purpose without your prior approval and at your request will be destroyed or returned to you if your application is unsuccessful. This application does not oblige either party in any way.

**COMPANY CONFIDENTIAL (When completed)**



# initial franchise application form

Please complete these forms neatly in your own handwriting. In addition, please attach a current resume for yourself and partner(s). It's Made In Heaven Tea Bar franchisees are selected on the basis of experience, character, integrity, financial stability, and general suitability. Please make sure all information is accurate and truthful.

DATE: \_\_\_\_\_

FULL NAME: \_\_\_\_\_

SPOUSE/PARTNER NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

POSTCODE: \_\_\_\_\_

TELEPHONE: HOME: \_\_\_\_\_ BUSINESS: \_\_\_\_\_

MOBILE: \_\_\_\_\_ FAX: \_\_\_\_\_

AGE: \_\_\_\_\_ DATE OF BIRTH: \_\_\_\_\_

SPOUSE/PARTNER AGE: \_\_\_\_\_ DATE OF BIRTH: \_\_\_\_\_

NO. OF CHILDREN: \_\_\_\_\_ AGES: \_\_\_\_\_

HEALTH:  GOOD  FAIR  POOR

HAVE YOU EVER BEEN DECLARED BANKRUPT?  NO  YES

PRESENT OCCUPATION: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

POSTCODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ CONTACT: \_\_\_\_\_

PREVIOUS OWN BUSINESS: \_\_\_\_\_

LENGTH OF TIME: \_\_\_\_\_

NATURE OF BUSINESS: \_\_\_\_\_

PREFERRED FRANCHISE LOCATION(S)  
(TOWN/SUBURB): \_\_\_\_\_

HAVE YOU HAD ANY EXPERIENCE IN THE FOOD  
AND BEVERAGES INDUSTRY? PLEASE SPECIFY.  
\_\_\_\_\_  
\_\_\_\_\_

DRIVERS LICENCE TYPE: \_\_\_\_\_

HAVE YOU EVER HAD YOUR LICENCE  
SUSPENDED OR CANCELLED? IF "YES", PLEASE  
PROVIDE DETAILS  NO  YES \_\_\_\_\_  
\_\_\_\_\_



**STATEMENT OF ASSETS AND LIABILITIES**

PRESENT ANNUAL INCOME:

WAGES/SALARY (after tax): \$ \_\_\_\_\_

BONUS OR COMMISSION: \$ \_\_\_\_\_

DIVIDENDS: \$ \_\_\_\_\_

OTHER INCOME: \_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

**TOTALS:** \$ \_\_\_\_\_

**ASSETS**

CASH IN BANKS/INSITUTIONS:

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

OTHER: \_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

SECURITIES (shares, bonds, superannuation (non preserved),  
superannuation (preserved)):

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

MONEY DUE TO YOU (details):

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

REAL ESTATE (market value)

YOUR HOME: \$ \_\_\_\_\_

OTHER: \_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

OTHER ASSETS (provide details):

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

**TOTAL ASSETS:** \$ \_\_\_\_\_

FIXED ANNUAL OUTGOINGS: \$ \_\_\_\_\_

MORTGAGE PAYMENTS: \$ \_\_\_\_\_

LOAN REPAYMENTS: \$ \_\_\_\_\_

OTHER (provide details): \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

**TOTALS:** \$ \_\_\_\_\_

**LIABILITIES**

OVERDRAFTS: \_\_\_\_\_ \$ \_\_\_\_\_

CREDITORS: \_\_\_\_\_ \$ \_\_\_\_\_

LEASING FINANCE: \_\_\_\_\_ \$ \_\_\_\_\_

PERSONAL LOANS: \_\_\_\_\_ \$ \_\_\_\_\_

OTHER LOANS: \_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

MORTGAGES PAYABLE:

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

OTHER DEBTS (provide details):

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

**TOTAL LIABILITIES:** \$ \_\_\_\_\_



**It's Made In Heaven Tea Bar Franchisee Information Kit**

**BUSINESS AND PERSONAL REFERENCES**

NAME: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

RELATIONSHIP: \_\_\_\_\_

\_\_\_\_\_

NAME: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

RELATIONSHIP: \_\_\_\_\_

\_\_\_\_\_

NAME: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

RELATIONSHIP: \_\_\_\_\_

\_\_\_\_\_

WITH WHOM DO YOU BANK? \_\_\_\_\_

BRANCH: \_\_\_\_\_

ACCOUNTANT: \_\_\_\_\_

\_\_\_\_\_

CONTACT PHONE NUMBER: \_\_\_\_\_

SOLICITOR: \_\_\_\_\_

\_\_\_\_\_

CONTACT PHONE NUMBER: \_\_\_\_\_

**GENERAL INFORMATION**

How do you intend to finance your investment?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Will you devote your full time to the business?

\_\_\_\_\_

\_\_\_\_\_

Will your spouse/partner be actively involved in the business?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If yes, to what extent?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I understand that the purpose of this application is to enable disclosure of information about It's Made In Heaven Tea Bar.

I understand that if I elect to proceed with a formal application for an It's Made In Heaven Tea Bar franchise that I may be required to complete a more detailed Application Form.

I understand that references and previous employers may be contacted.

I certify that the information in this application is true and correct.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_



## deed of confidentiality

THIS DEED is made the \_\_\_\_\_ day of \_\_\_\_\_ 200 \_\_\_\_

**BETWEEN:** It's Made In Heaven Tea Bar Pty Ltd ('The Franchisor') a company duly incorporated and having its registered office at Shop 105a / Myer Centre, 91 Queen St, Brisbane, Queensland AUSTRALIA 4000.

**AND:** The person/s whose name is set out in the Schedule hereto ('The Applicant').

### RECITALS:

- A. The Franchisor operates through its own and franchised outlets, a business selling tea according to its method.
- B. The Applicant is interested in becoming a Franchisee of the Franchisor and for the purpose of evaluation of the business and method has requested the Franchisor to disclose to the Applicant certain information with respect to the business and its method which is confidential to the Franchisor.
- C. In consideration of the Franchisor disclosing to the Applicant the confidential information, the Applicant has agreed to keep such confidential information confidential.

### NOW THIS DEED WITNESS AS FOLLOWS:

1. 'Confidential information' means all information passing from the Franchisor or associated company to the Applicant relating to the business from the date of this Deed including but not limited to trade secrets, drawings, know how, techniques, sources of product, business and marketing plans, estimated costs, arrangements with third parties, client information, manuals, concepts not reduced from material form and the Franchise Agreement used in relation to the business of the Franchisor.
2. The Applicant covenants to both the Franchisor and any associated company of the Franchisor jointly and severally that it will not disclose to any person or related corporation whatsoever except with the written consent of the Franchisor and then only on the basis that the confidentiality of the confidential information is similarly respected in the same manner as provided in this Deed and in that case disclosure shall be made for the sole and exclusive purpose of the evaluation of the business and the method prior to the Applicant entering into a Franchise Agreement.
3. Without limiting the generality of the foregoing the Applicant shall not establish use or be involved either directly or indirectly in any process or method based on the confidential information without the consent of the Franchisor having been first obtained.
4. Upon completion of the evaluation of the business and its method by the Applicant the Applicant shall return all copies of the confidential information to the Franchisor.
5. In the event of a breach or a threatened breach of the terms of this deed by the Applicant the Franchisor and any associated company shall be entitled to an injunction restraining the Applicant from committing any breach of this Deed without showing or proving any actual damage sustained by the Franchisor or any associated company.
6. The obligations of the Applicant under this Deed shall survive the finalisation or discontinuance by the Applicant of its evaluation of the business and method.
7. The Applicant shall assume responsibility for the actions of its consultants and employees who have access to the confidential information and shall ensure that such consultants and employees shall be similarly bound by the obligations created under this Deed.



# deed of confidentiality

**SIGNED SEALED AND DELIVERED For and on behalf of IT'S MADE IN HEAVEN TEA BAR PTY LTD** in the presence of:

\_\_\_\_\_  
**THE COMMON SEAL OF** (Print name of company)

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
Was hereunto affixed in accordance with its Articles of Association in the presence of:

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
Signature of Witness

\_\_\_\_\_  
(Signature)

**OR**

**SIGNED SEALED AND DELIVERED By** (Print Names)

\_\_\_\_\_  
In the presence of:

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
Signature of Witness

|  |
|--|
| <p><b>NAME AND ADDRESS OF WITNESS (PLEASE PRINT)</b></p> <p>Name: _____</p> <p>Address: _____</p> <p>_____</p> |
|--|

|  |
|--|
| <p><b>SCHEDULE:</b></p> <p><b>NAME AND ADDRESS OF APPLICANT (PLEASE PRINT)</b></p> <p>Name: _____</p> <p>Address: _____</p> <p>_____</p> |
|--|

**IN WITNESS HEREOF** the parties hereto have set their respective hands and seals the day and year written above.