

A Broad Perspective

After searching for a late night cup of quality coffee, founding directors, Emmanuel Drivas and Emmanuel Kokoris came up with a new business venture – The Coffee Club.

THE PARTNERS' IDEA was to create a casual, yet sophisticated and affordable coffee establishment where coffee lovers could sit, relax and meet for a chat and a bite to eat.

The Coffee Club initially opened in 1989 in Brisbane's Eagle Street Pier complex on the banks of the Brisbane River and enjoyed instant success. Today, The Coffee Club boasts a franchise chain of almost 220 outlets throughout Australia and New Zealand. The objective is to provide good food, great service and excellent coffee.

At each Coffee Club store, a trained Barista provides customers with a first-class coffee-making experience. The warm and contemporary setting, combined with a range of delicious drinks and mouth-watering meals and light snacks, has proved to be an irresistible combination for coffee connoisseurs around Australia.



Supply Chain Focus with Rod Wakefield, CEO of The Coffee Club.

What are some of the important aspects you consider when sourcing suppliers for The Coffee Club franchise?

"Each franchisee is looking for an effective and efficient supply of goods and services – The Coffee Club endeavours to ensure that suppliers deliver quality goods on time and at a very competitive price.

"While The Coffee Club is always looking for loyalty from suppliers, the process

to select a supplier is a rigorous one where a review process is put in place. In most cases this means that each supplier is reviewed within a two to three year period. At this time a number of suppliers will be approached to pitch for The Coffee Club account. The incumbent supplier should always win the contract, as they should be in a position where they know The Coffee Club and its needs better than other suppliers. This process has been very effective in ensuring the best supply of goods and services for all franchisees.

"The franchise industry has three main objectives for the franchisor and the franchisee. Firstly, it is brand growth; The Coffee Club has been very successful in this objective growing from one store in 1989 to 220 stores throughout Australia, New Zealand and, recently, Thailand. Secondly, it's to maintain brand integrity. With this in mind, The Coffee Club ensures that its offering of food and beverage is consistent throughout its outlets thus it is important to have suppliers to understand this essential objective of franchising. Thirdly, it is facilitating supply. We endeavour to work very closely with all suppliers to ensure that the delivery of goods and services is made easy for franchisees.

"Whether we are supplying a beverage or food, we are trying to be more effective and more efficient. Franchisees come to The Coffee Club because they know they will receive very significant support and help in relation to the supply of all goods and services. This includes food, beverages and other services; for example, finance, insurance, electricity and so on."

As a franchise, how do The Coffee Club and its suppliers add value?

"With our major suppliers, we are looking for increased value not just a good price. For example, with one of our suppliers, Douwe Egberts, they not only supply us with The Coffee Club blend of coffee, but with coffee machines, grinders and much more. Another example is Priestley's, who supply us with cakes branded with The Coffee Club. Both Douwe Egberts and Priestley's add further value by employing their own staff to assist franchisees at store level in a variety of ways including the maintenance of coffee machines and the merchandising of cakes.

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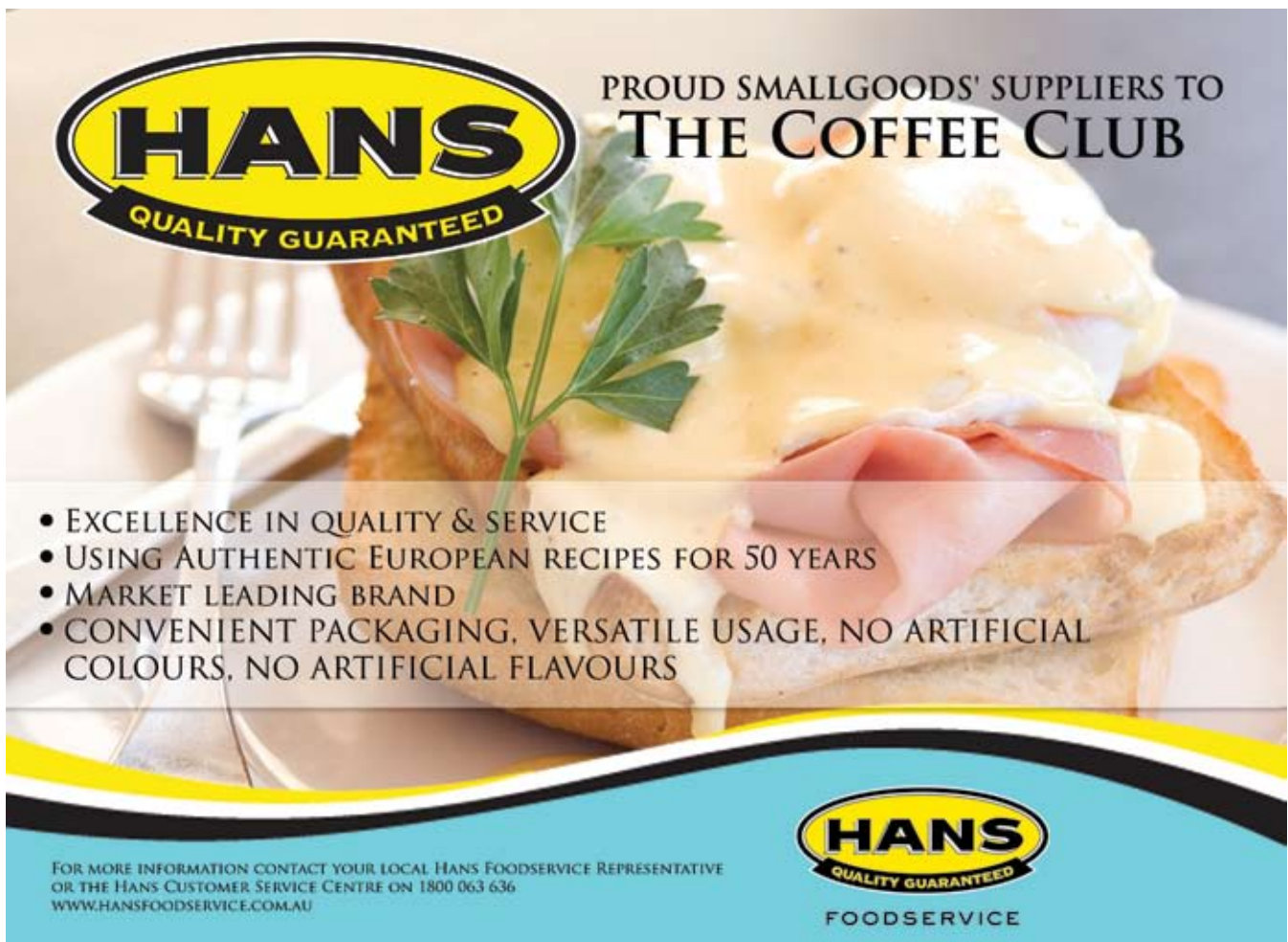
– Rod Wakefield

that is not only related to food and beverage. For example, The Coffee Club has developed a major supplier relationship with the point of sale supplier, Micros. State-of-the-art point of sale Micros systems are being distributed throughout all of The Coffee Club outlets. This Micros system will provide comprehensive management information for franchisees as well as supporting the sales process.

“Another way we look at supply is in the area of finance. The Coffee Club has accreditation with the four major banks and some of the other banks as well. This facilitates the process of raising finance for each franchisee. Insurance is another area of supply which we have considered. We have a strong relationship with Marsh Insurance Brokers who supply insurance for all of our franchisees.”

In what way is efficient supply chain management important to The Coffee Club as a franchised business?

“Effective and efficient supply chain management is absolutely critical to achieve brand growth and brand integrity. Suppliers related to all aspects of the business are constantly managed and reviewed. This includes suppliers who supply services for recruitment and selection, suppliers who supply services for The Coffee Club marketing, suppliers who supply goods and services for all areas of operations, suppliers who provide services for site location and store design and suppliers who provide advice for all areas of the accounting function.”



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Rod Wakefield
Chief Executive Officer

Rod has spent most of the past 20 years leading and managing a number of well-known business organisations. For the past 11 years, as CEO of The Coffee Club, Rod has seen The Coffee Club Group grow from 30 stores to well over 200 stores throughout Australia and New Zealand.

Rod is an experienced guest speaker and has addressed numerous business conferences as well as lecturing at Universities and elsewhere in Business Planning, Strategic Marketing and contemporary methods of Franchising. Rod is also a Director and Board member of the industry peak body, the Franchise Council of Australia, and a board member for Griffith University's Asia Pacific Centre for Franchising Excellence. 



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A Winning Combination...

Over the past 15 years, 'Helen's European Cuisine' and 'The Coffee Club' have worked together in alliance to produce quality home-style delicacies. We are proud of our long association with The Coffee Club and are thankful for their loyal support and clientele.

Helen's European Cuisine is a family owned business which has expanded from humble beginnings to become a successful company with an Australia wide distribution network. Our accomplishments are based on Helen's strong focus of providing outstanding levels of quality, taste, consistency and service.

We offer an extensive and versatile range of handmade gourmet savoury products as well as a select assortment of sweets. Our recipes are proudly based on generations of family tradition and culture.

Helen's European Cuisine is committed to providing the finest authentic cuisine in association with outstanding personalised service. For further information please contact our friendly staff at Head Office.

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