



FRANCHISE

INFORMATION KIT

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This Franchise Information Kit is designed to answer all your immediate questions concerning a Queens Cocktail Bar Franchise opportunity.

This document is for information purposes only and does not replace the "Disclosure Document", that is issued by TCQ Franchising where required by law.

This document does not make any representations or represent in any way any earnings claim regarding Queens Cocktail Bar Franchise.



INTRODUCTION

In Australia it's no secret we love our cocktails. Whether it's a casual gathering, a celebration, or a Friday evening after work, cocktails often play a central role in parties, barbecues, and get-togethers that get us connecting with others.

But what unites us the most is our love affair with our bars and pubs. Pivotal meeting points to catch up with friends, watch the footy, catch up with the girls, and host that fabulous 40th birthday party!

And Queens Cocktail Bar is the place to be where friends, colleagues and family can meet, mingle and sip on their favourite cocktails, and dine on our 'easy eats' menu of classic Australian fare.

We're not a pub. We're a cocktail bar with a twist...



THE VENUE

Each Queens Cocktail Bar is designed reflective of the vintage and collective style that is warm and welcoming. The plush velvet chairs, the 'Sunday Arvo lounges' in our 'secret garden' to our tailor made redgum top bars, Queen Cocktail Bars has a base brand design but is styled to accommodate for local influence and each franchisee.

Our commitment to excellence in not just service but also presentation, and operations is evident in our venues. Our operational workflows ensure maximum efficiency at all times in the bar to ensure maximum along with enticing menus to accommodate for all tastes.

We operate as a coffee shop/bar/experience/event space all in one, maximising on the space at every opportunity.



WHY QUEENS?

Queens Cocktail Bar is a hospitality brand that caters for a great clientele inside the venue and off site. Queens Cocktail Bars' work hand in hand with 'The Cocktail Queen Mobile Bars'.

We're a business model that leverages of off our mobile services... The Cocktail Queen Mobile Bar... franchise units in their own entirety.

It's a proven model that works with success, and provides multiple income streams to our Queens Cocktail Bar franchisees.

Our franchise model enables our franchisees access to a shared dedicated staff network, well-tuned systems and processes and a accessible franchisee network.

It's a franchise model that enables our clients to come to us or us come to them, offering them set cocktail bar and service packages with great service every time. our franchise model gives our clients 'choices' and ensures viability of the brand for franchisees.



TCQ FRANCHISE NETWORK

To understand how a Queens Cocktail Bar operates you need to understand how the network works as a whole.

Queens Cocktail Bars is part of The Cocktail Queen Franchising (TCQ Franchising) system, which also is home to The Cocktail Queen mobile bar.

The Cocktail Queen Mobile Bar Services has been in operation for close to 20 years and provides at home mobile bartending services. It's a well-developed franchise with replicated and well-tuned systems and procedures, that operate in select territories complimentary to a Queens Cocktail Bar.

These smaller "at home" mobile bar service franchises will be rolling out across Australia as Queens Cocktail Bars roll out, and are an affordable entry point for those wanting to be their own bartending boss. Mobile bar franchises are already operating in Melbourne Victoria, and Brisbane and Gold Coast Queensland.

All Queens Cocktail Bars operate as a master franchisee base to a select amount of mobile bar franchises, over a select number of territories.

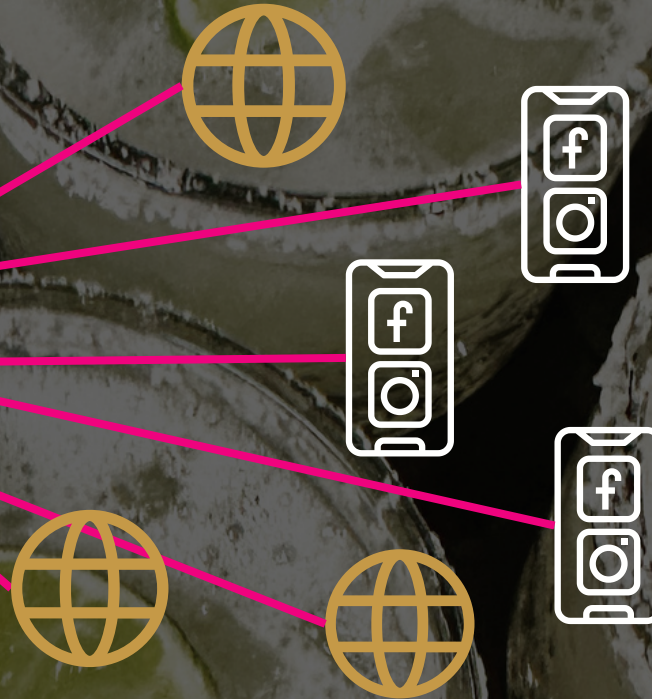
TCQ FRANCHISING



TCQ FRANCHISE NETWORK



85,000
SOCIAL FOLLOWERS
AND GROWING



As TCQ Franchising network grows, so too exponentially does our followers and database. Each Queens Cocktail Bar has its own Instagram site and connecting website that, along with each Mobile Cocktail Queen franchisee. The growth is exponential and interactive. We currently have a large Victoria database and Queensland database.



THE BUSINESS MODEL

It's a proven model that works with success, and provides multiple income streams to our Queens Cocktail Bar franchisees.

Owning a Queens Cocktail Bar encompasses a large range of benefits as a master franchisee.



Master franchisee to Cocktail Queen mobile bar franchisees of selected territories.



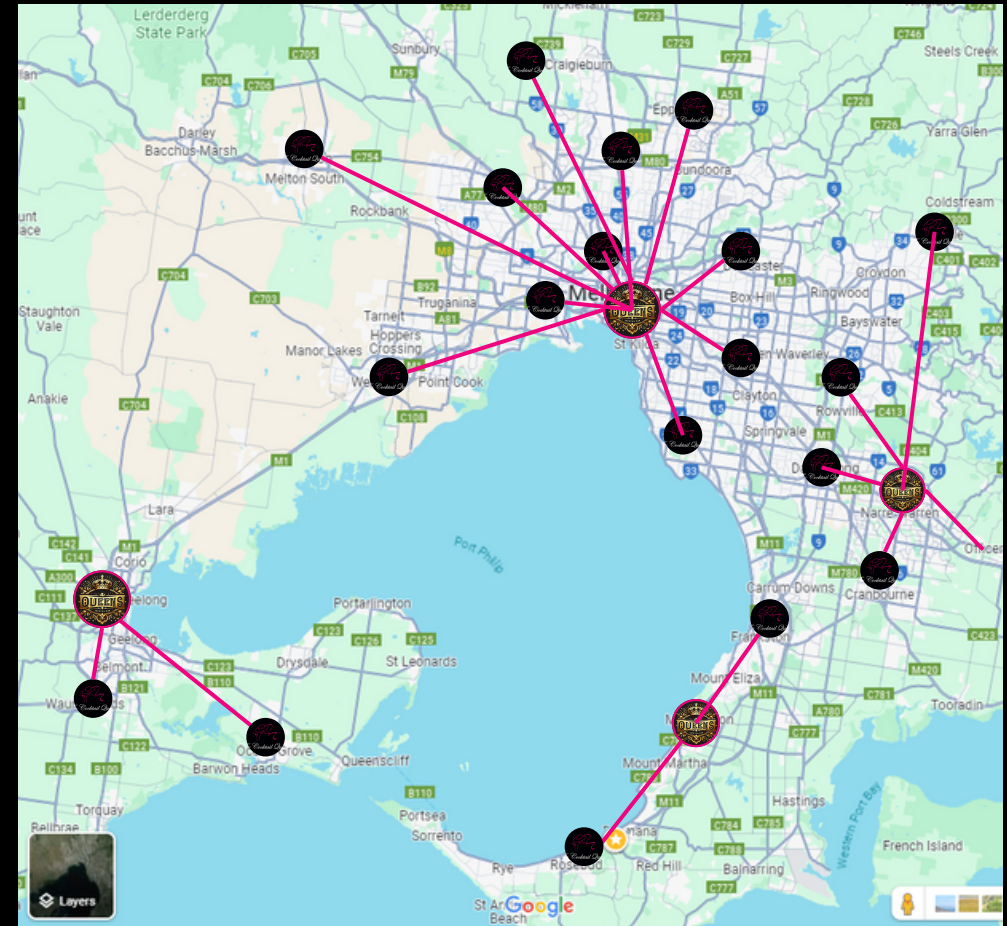
Base office to all mobile bar franchisees. Cocktail Queen mobile bar franchisees have access to venue for desk hot spotting, training of their staff, storing or cross hiring mobile equipment.



Ability to sell and enter all other mobile bar franchisee locations in select territories where liquor is required.



Access to staff network amongst mobile bars and database, collaborative marketing network.



AVAILABLE LOCATIONS

We have opportunities throughout Australia now for existing and new sites. Upon application site selection is available and you may;

- Nominate a certain area as per the application form
- Be granted the opportunity to franchise an existing venue.
- Be granted the opportunity to franchise a new location we have already determined.



FIRST STAGE ROLLOUT



SECOND STAGE ROLLOUT



THE INVESTMENT

The upfront investment in a 'Queens Cocktail Bar' franchise depends on a range of factors including leasing requirements, location and existing condition.

Capital Expenditure on a new venue will typically be between \$460k and \$1.1m

INVESTMENT BREAKDOWN

40%
FRANCHISE FEE,
LEGALS, ACCOUNTING,
LICENCING, LEASE
SECURITY

47%
VENUE FITOUT &
EQUIPMENT,
STOCK,
AV AND SECURITY

13%
WORKING
CAPITAL AND
PROMOTIONAL
CAMPAIGN

Additional Costs include;

Working Capital: 10% of the total investment to cover the costs as the venue gets running.

Lease Requirements: Depending on lease arrangements as provided with the landlord.

Monthly Marketing Fee





VENUE OPERATIONS

All franchisees are required to actively work within the venue for a minimum of 2 years. Franchisees can run the bar and events themselves and will be required to add on staff as they grow their business, tapping in to the staff pool available within the mobile bar franchise network.



THE JOURNEY

The journey to owning your own Queens Cocktail Bar franchise takes a minimum of 6 months or more (depending on licencing and fitout).

1 ENQUIRY
Complete the online enquiry form

3 APPLY
Complete official application form

5 MEET & GREET
Final meeting and approval

7 VENUE OPENS
With promotional campaign

2 MEET
An informal chat with franchisor; Nicole Treffers.

4 DUE DILIGENCE
Financial Review
Reference Checks
Business Plan
Provision
Independent Advice

6 SIGNING
Agreements entered into
Training and onboarding to commence.
Site Selection and fit out.



THE FIRST STEP

If you like what you have read so far and believe you have what it takes to be a Queens Cocktail Bar Franchisee, the next step is to complete the online enquiry form.



 queenscocktailbar.com

 [thecocktailqueenaustralia](https://www.facebook.com/thecocktailqueenaustralia)

 [queenscocktailbar.com](https://www.instagram.com/queenscocktailbar.com)

General Inquiries
info@queenscocktailbar.com
1300 COCKTAIL

Franchise Inquiries
franchise@cocktailqueen.com.au
0437-455-118

Postal
153 Dorcas Street, South Melbourne
Victoria 3205