



stellarossa

FRANCHISE PARTNER

Onboarding Process

- » Register your interest – fill out an Information Request Form on our website so we know you're interested in learning more about the Stellarossa brand.
- » We'll send you some information via email so you can start reading up and putting together your list of questions.
- » We'll ask if you'd like to arrange a phone catch-up with Darren, Co-founder of Stellarossa, to gauge our initial suitability. It's a two-way street – you have to suit us, and we have to suit you! We'll discuss things like preferred timing, desired locations, current and future opportunities, and finance capability.
- » Before moving to the next step, we'll ask you to complete a Stellarossa Application Form, provide basic proof of funds and proof of ID, and fill out a Non-Disclosure Agreement. This is to protect the integrity of our brand, and make sure we're all on the same page so the meeting is as fruitful as possible.
- » If it looks like our stars may align after these first steps are completed, we'll arrange an in-person meeting at a location that suits you. This first meeting will confirm if we have a good rapport, and hopefully you'll be able to determine whether Stellarossa will provide everything you're looking for in a Franchisor.
- » If that first meeting is positive, we'll request that you complete a Nathan Profiler Self-Assessment. This is a vital tool for us to make sure we're growing our network with Partners who have the capacity to be strong Café operators, while also working well within a Franchise network.

»» Following the Self-Assessment, you'll be invited to a second Interview, this time with other key members of the Stellarossa group, to discuss the Self-Assessment and Application Form responses in detail, and firm up the decision on both sides.

»» From here, we start cooking with gas! You'll be requested to place a \$5,000+gst deposit and will be issued with a Draft Franchise Agreement. A Summary of Terms will be issued for each potential site you're interested in - which includes the terms of the Lease, details of the rent and outgoings payable, the agreed contribution amount from the Landlord, particulars of the site, etc. If we haven't got an opportunity available that suits you at that time, but we all agree that Stellarossa is the brand for you, then we'll maintain regular contact until one is found.

»» Once a suitable site is agreed upon, Stellarossa engages lawyers to issue Franchise Documents; the cost of this is \$2,500+gst, which you pay directly to our solicitors.

»» Upon signing of the Franchise Documents, you'll be introduced to the Brand Development Manager and Operations Team to begin the Induction Program. Working within the timeframes of the site chosen, Training will be arranged, and a comprehensive list of checks will take place to make sure everything's ready for Opening Day. Our Operations Team will continue to support you following your Opening also, to make sure you set off on the right foot, and then continue on the right path.



STELLAROSSA FRANCHISING WEBSITE