



**Franchisee
Information
Booklet**



Welcome to Dawg Boys



Our Story

Our passion for food and customer service led us to develop this unique brand called Dawg Boys. That's right, Don't Dawg The Boys! (by that we mean customers always comes first!)

We like to stand out with our exceptional customer experience and high-quality recipes that deliver mouth watering taste.

We started the brand in late 2020 and are currently expanding across southeast Queensland with plans to expand throughout Australia.





WHY A DAWG BOYS FRANCHISE?

Here at Dawg Boys we combine commercial acumen with operational excellence to provide each one of our franchisees a successful model which creates incomparable opportunities.

At Dawg Boys



WE AIM FOR EXCELLENCE IN EVERYTHING WE DO BY USING HIGH QUALITY INGREDIENTS COOKED TO PERFECTION.



PREMIUM WAYGU & ANGUS BEEF BLEND



FRESH VEGETABLES SOURCED LOCALLY



PREMIUM CHICKEN



REAL CRUNCHY POTATO CHIPS





Our Reviews



"This is an awesome burger, I'm from Melbourne and struggle to find decent burger places that are at the same level. This place is solid burger place."



"I've had quite a few dogs from here and each time they have been delicious. Recently tried a burger and some chicken tenders and they were equally great. This store its dangerous because I could eat from here every day. Don't forget to grab a Dr. Pepper to compliment your delicious meal. Staff are great, location is convenient, and store is well presented."



Our Reviews



"Jesus F Christ I cannot express just how amazing this place is I have been avoiding it for 2 years and finally caved I had the veggie burger and the boys Delux Angus burger, and they were to die for the store sauce coupled with the spices of the party and the tanginess of the burger pickles made for a heavenly snack. the staff in store tonight we're delightful I will be coming back time and time again."

"I ordered UberEATS for me and my girlfriend and I added a little note saying if they could do something special for her and honestly, I had no expectations because I didn't pay any extra for it but they went out of the way to get this little laminated card with a love letter on it! I'm genuinely surprised at the distance they went to treat their customers well. They should consider a Cupid business next. Hahaha. Thanks guys."



Steps to Becoming a Franchisee

1. Application Form

- ✓ Let us know more about you.
- ✓ Pay the application fee (completely refundable if you don't proceed).
- ✓ Our franchise selection team will review and assess your application.
- ✓ If your application meets the initial selection criteria, will contact you to invite you to attend a meeting at one of our outlets.

2. Disclosure Kit

- ✓ Upon receiving your application form and fee, we will send you a copy of our Franchise Disclosure Kit.
- ✓ This will provide you with a detailed understanding of our franchise model and help you to determine if this is the right business opportunity for you.
- ✓ Review the kit carefully, we will be happy to answer any questions you may have at our meeting.

3. Your Position

- ✓ This point is a great time to consider how you will finance your new business venture.
- ✓ If you know that you may need to raise additional funds, you should approach your own funding institution, however we can provide you with contact details for an independent franchise finance broker, who may be able to assist you.

4. Meet the Team

- ✓ This is your opportunity as a potential franchisee to meet with our team.
- ✓ This meeting will help us to get to know each other and discuss future and opportunities with Dawg Boys.
- ✓ We can answer all of the questions you have and help you gain a thorough understanding of the business as a whole.

5. Due Diligence

- ✓ This is where you review our business model and factual financial data of our current stores to satisfy yourself that this is the opportunity for you.
- ✓ We will provide you with historic financials and any other information you request.
- ✓ You should obtain advice from independent accounting and legal professionals to ensure you understand our business and

6. Ready to Commit

- ✓ Now that we've all got to know each other, and you are all set up and ready to go, we can start to move toward the final stages.
- ✓ We will send you a conditional approval letter, advising you of the next steps. We will also ask you to sign a Franchise Offer to confirm your commitment to Dawg Boys and to pay a further deposit.



Steps to Becoming a Franchisee

7. Formalise

- ✓ Once we have found you a site that we all agree on, now is the time to formalise our arrangement and provide you with an investment summary estimate.
- ✓ If you are happy with this, we will instruct our lawyers to draw up your final Franchise Agreement.
- ✓ The balance of your franchise and training fees are payable upon signing this agreement.
- ✓ Then: Welcome to the Dawg Boys team!

8. Training- Part1

- ✓ Your Dawg Boys training will take 4 – 12 weeks in total.
- ✓ For approximately 4 weeks of this period, your training will be delivered in one of our company stores, where you will be coached in all operational aspects of the business by our experienced Store Managers and Operators.
- ✓ You will also get the opportunity to practice your new skills in a real store.

9. Training- Part2

- ✓ While you are busy learning about your new business, our building team will be planning, designing, and building your store to our brand specifications. They will handle everything from applying for permits, to putting the finishing touches to your unique and beautiful new outlet.

10. Get Started!

- ✓ It's time to get started! From your very first day, our operations team will be performing on-the-job training to help guide you through the first week and ensure the successful launch of your Dawg Boys Store.





GET IN TOUCH

To find out more about becoming a Dawg Boys franchisee, please contact:

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