



FRANCHISEE INFORMATION BOOKLET





At Dawg Boys, we're fuelled by a passion for creating crave-worthy food and delivering exceptional customer service. From the start, our mission has been to bring high-quality, unforgettable flavours to Queensland, making us a beloved name across the state.

Our brand promise is clear: "Don't Dawg the Boys!" – which means putting customers first every time. We're committed to offering premium recipes, crafted with fresh ingredients and served with a smile, every single day. Whether it's our irresistible burger, our famous dawgs, or our original wings, Dawg Boys stands out for taste, quality, and customer experience.

With our rapid expansion, there's no better time to join us and bring the Dawg Boys experience to new communities!



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WELCOME TO DAWG BOYS

The Dawg Boys story began in late 2020 with a mission to reinvent fast, high-quality dining in a fun and memorable way. Since then, we've grown from a single store to multiple locations across Southeast Queensland.

Our dedication to premium ingredients, including Wagyu and Angus beef blends, fresh, locally sourced vegetables, and quality chicken, has won over a loyal customer base. And it's not just our food that makes us stand out – our team is committed to making every customer feel like part of the Dawg Boys family. This commitment is why we've seen such rapid growth, with plans to expand even further across Queensland.

We aim to make every meal an experience, focusing on quality, freshness, and that unique Dawg Boys flair.



WHAT WE LOOK FOR IN A FRANCHISE PARTNER

We've built a brand that our customers can't get enough of. Now, we're bringing Dawg Boys to even more communities across Queensland and looking for passionate partners across the state to join us on this exciting journey.

If you're enthusiastic, hardworking, a natural leader, and love creating memorable experiences for customers, keep reading—you might be the perfect fit.



Fired Up for Dawg Boys



Ready to Work Hard, Play Hard



Positive Vibes, Always



Business Savvy (With a Side of Hustle)



Leaders Who Bring the Energy



Following the Dawg Boys Way



WHAT WE LOOK FOR IN A FRANCHISE PARTNER

FiredUp for Dawg Boys: We're after people who liveandbreathe burgers,dawgs,and good times! You'll need to love quality food and be pumped about serving up that signature Dawg Boys experience. If you can't wait to be part of our journey and have a blast doing it - we're already on the same page.

Business Savvy (With a Side of Hustle): We're looking for partners with a good head for business and a love for rolling up their sleeves. If you've led a team, managed a business, or tackled big projects, that's a big plus. Running your own business before? Even better! But if not, bring your hustle and a knack for making things happen, and you'll fit right in.

Leaders Who Bring the Energy: Dawg Boys partners are more than just bosses – they're motivators, team builders, and the friendly faces of the brand. You'll work with a young, enthusiastic team, and we're after people who can spot talent, build strong crews, and bring out the best in their people.



WHAT WE LOOK FOR IN A FRANCHISE PARTNER

Ready to Work Hard, Play Hard: It takes effort to build something amazing, and our franchise partners are willing to go the distance. We're looking for those who lead by example, know the value of hard work, and have the drive to see their location thrive.

Positive Vibes, Always: We want partners who bring a big dose of positivity to everything they do. If you're passionate, optimistic, and focused on creating unforgettable moments for customers, you're Dawg Boys material. At Dawg Boys, customer happiness is at the heart of everything.

Following the Dawg Boys Way: We love your individuality, but every Dawg Boys location follows tried-and-true policies to keep our brand's quality and vibe consistent. We need partners who respect the Dawg Boys way, bringing their unique touch while upholding our standards.





what sets us apart

Dawg Boys offers a unique opportunity in the food franchise industry.
Here's why we're different:



Low Entry Costs,
High Returns



Quality You Can
Taste



Exceptional
Customer
Experience



Comprehensive
Franchisee
Support



Our values



WHAT SETS US APART

Low Entry Costs, High Returns: With franchise start-up costs from \$150,000 to \$250,000, we provide an accessible entry point compared to many other franchises. Our franchise model is designed for strong returns, with profitability on par with higher-cost food franchises.

Quality You Can Taste: From premium beef blends to fresh, locally sourced vegetables, our commitment to quality is evident. We ensure our menu items set a new standard in fast-casual dining.

Exceptional Customer Experience: Our team focuses on creating a welcoming atmosphere where customers feel valued. Our “Don’t Dawg the Boys” culture means customer satisfaction is always our priority.

Comprehensive Franchisee Support: Dawg Boys is committed to supporting franchisees. Our hands-on training, continuous operational guidance, and robust marketing support make running a Dawg Boys franchise easier and more rewarding.

Our Values: Dawg Boys is committed to transparency, community, and excellence. We support franchisees in creating thriving businesses and serve customers with integrity and care, building a brand grounded in trust, quality, and authentic connections.



FRANCHISEE BENEFITS

Joining Dawg Boys offers more than just a business opportunity – it's a chance to be part of a growing, dynamic brand with strong values and a supportive network.





FRANCHISEE BENEFITS

LOW INVESTMENT,
HIGH POTENTIAL

Low Investment, High Potential: With accessible start-up costs, Dawg Boys allows you to invest less upfront while benefiting from a high-growth industry.

OPERATIONAL SUPPORT

Hands-On Training: Our training program equips you with all the skills needed to run a successful franchise. From food preparation to customer service, you'll learn it all.

Ongoing Operational Support: Our dedicated franchise support team assists you with day-to-day operations and provides guidance whenever needed.

BRAND RECOGNITION

AND MARKETING

Brand Recognition and Marketing: As a Dawg Boys franchisee, you're part of an established brand with a loyal customer base. Our head office marketing team will support your local promotions, seasonal campaigns, and brand growth.

Customer service is amazing!!! The food is out of this world!! We highly recommend Dawg Boys Redbank Plains!! We will definitely be back!!

Madeleine, Customer



“I chose the single smash patty called ' boring single ' I got a simple good tasting 100% beef burger, that WASN'T boring.A FRESH gluten free bun, that I could get my mouth around & wait for it the bun, was the correct ratio meat and bun ..I COULD TASTE THE burger & FILLINGS AND DID NOT need water to wash down the frequently dry oversized gluten free buns many serve. PS they have heaps of other good-looking food choices, but I just wanted something that tasted like the home cooked food BEFORE I heard of gluten-free. It is a great small business where the owners cook the food. Enjoy”

Leanne, Customer



“Hands down the best wings I’ve ever had (try their hickory bbq!) - and I’ve tasted alot of wings in my life. Seriously, if you are looking for a place that’ll give you wings that will actually make you full, come down and try these guys out!

Friendly staff (owner serves you), great service and awesome experience.”

Sinaumea, Customer



PS TO BECOME A FRANCHISE



STEPS TO BECOME A FRANCHISE

1

Application Form

- Complete the application to tell us about yourself and your goals with Dawg Boys.
- Submit the application fee (refundable if you don't proceed).
- Our team will review your details, and if you meet our initial criteria, we'll invite you to meet at one of our locations.

2

Disclosure Kit

- Once we receive your application, we'll send you a Franchise Disclosure Kit.
- This kit provides a detailed look at our franchise model to help you decide if Dawg Boys is the right business opportunity for you.
- Review it carefully, and bring any questions you may have to our meeting.

3

Financial Preparation

- 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.

STEPS TO BECOME A FRANCHISE

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.

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.

8

Training - Part 1

- 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 - Part 2

- 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

**GRAND
OPENING**

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.



“From the very beginning, Dawg Boys provided support every step of the way. I felt confident opening my store because I knew the training covered everything I needed to succeed. And, I have succeeded”
Franchisee, Brisbane

FREQUENTLY ASKED QUESTIONS

WHAT DOES IT TAKE TO BE A DAWG BOYS FRANCHISE OWNER?	We're on the look out for people who bring serious energy and a passion for what Dawg Boys is all about: quality food, good vibes, and first-class customer experiences. You'll need to be a natural leader with strong communication skills, a positive outlook, and the grit to put in the work. While experience in retail, hospitality, or food service can be helpful, it's your enthusiasm, dedication, and commitment to the Dawg Boys brand that matter most. We want partners who are all in and ready to grow with us!
WHAT'S INCLUDED IN THE INITIAL INVESTMENT?	The initial investment includes everything you need to get your Dawg Boys franchise up and running. From site selection to a full fit-out and high-quality equipment, we'll set up your restaurant to Dawg Boys standards. You'll also receive working capital, initial administration, and a one-time franchise fee for a turnkey franchise setup.
ARE THERE ONGOING FEES?	Yes, as a Dawg Boys franchisee, you'll pay a regular royalty fee and a marketing contribution. These fees support ongoing brand growth, advertising, and continued improvements that benefit every Dawg Boys location.
DO I NEED TO BE HANDS-ON IN MY RESTAURANT?	Absolutely! We believe Dawg Boys thrives when the owner is right there, leading the team and connecting with customers. As a franchise partner, you're not just overseeing operations—you're actively involved in making each day memorable for your crew and your customers. This isn't just an investment; it's a chance to build a vibrant, community-focused business with your personal touch. Get ready to roll up your sleeves and make it happen!
CAN I PARTNER WITH SOMEONE TO OWN THE FRANCHISE?	We welcome franchise partnerships! Spouse and family partnerships are common, and we're open to considering other arrangements. Let's chat about your plans and how a partnership might work in your franchise.

FREQUENTLY ASKED QUESTIONS

WHAT MAKES DAWG BOYS DIFFERENT FROM OTHER FRANCHISE OPTIONS?	At Dawg Boys, we're more than just a hot-dog joint. We're a place where people come for great food, good vibes, and a standout customer experience. With a focus on quality ingredients, accessible start-up costs, and strong potential returns, we offer a unique opportunity in the franchise world. Our "Don't Dawg the Boys" culture means we're committed to putting customers and quality first, and we want partners who share that vision.
HOW ARE FRANCHISE LOCATIONS CHOSEN?	We're all about finding the perfect spots where Dawg Boys can thrive! Our experienced team focuses on established, high-traffic retail areas that make our brand easily accessible to customers. Thanks to our strong industry relationships, we often have first-choice access to locations.
WHAT KIND OF SUPPORT CAN I EXPECT AS A DAWG BOYS FRANCHISEE?	When you join Dawg Boys, you're never on your own. We provide ongoing support that covers all the essentials—from hands-on training to daily management tools and local marketing. You'll have access to sales tracking, inventory systems, online training, and rostering tools to keep things running smoothly. Plus, our support team is always available with guidance, regular visits, and assistance to keep your business thriving.



INTERESTED? GET IN TOUCH

Are you ready to join the Dawg Boys family? Contact us to learn more about becoming a franchisee:

Contact: Chris

Phone: 0412 272324

Email: headoffice@dawgboys.com.au

Let's start your journey with Dawg Boys –
we're excited to help you succeed!



#DontDawgtHeBoys