

*pasta go go*TM
authentic pasta bars



Franchise Information



www.pastagogo.com.au

pasta go go™

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The pasta go go story

When husband and wife team Leo and Mary Pugliese first conceived the concept of **pasta go go** in 2005, even they could not have envisioned the huge success and popularity which would be associated with **pasta go go** today.



However they did believe in the idea and knew it just had to work. After all pasta has been around for many years and enjoyed by millions throughout the world, so the market for the product was already there.

With a combination of traditional classics alongside some more contemporary dishes, mixed together with the right marketing, a commitment to customer service and a few little secrets, you have a recipe for success.



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Our Pasta - Your Way

Introducing authentic great tasting pasta to an all new takeaway market.

Visit **pasta go go**, choose your pasta, pick your sauce and in no time you'll be enjoying the best tasting pasta, made to order, ready to eat, at very affordable prices.

From a quick snack on the run, to a healthy meal for the whole family.

Visit **pasta go go** - a new era in pasta



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At pasta go go we love pasta

In our eyes no other food compares with the great taste of a homemade pasta meal, so **pasta go go** was born.

Our aim at **pasta go go** is to establish ourselves as the number 1 pasta take away outlet throughout Australia, providing high quality pasta meals made with the same passion once used by our predecessors, when both time and love was mandatory for producing great tasting quality food.

At **pasta go go** we use this same philosophy to ensure our customers dining experience surpasses all expectations every time they visit **pasta go go**.

At **pasta go go** we pride ourselves in using tried and tested authentic recipes

and methods to ensure our meals are as good as (if not better than) Mamma used to make.

pasta go go has adopted strict procedures and systems to ensure our standards remain at the highest possible level across the entire **pasta go go** network.

pasta go go aims to sustain this level of excellence by providing thorough training to all new **pasta go go** franchisees, together with continued ongoing support and evaluation of all policies and procedures for the duration of the franchise agreement.

At **pasta go go**, There is no second best.



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Training

At **pasta go go** we believe that what makes a good store is good people. You will be trained in every aspect of running a **pasta go go** store. We expect all franchisees to be competent in all areas of operations from ordering goods to cooking to serving customers to cleaning.

Your initial training will be held in our company owned store and will involve working 4-6 weeks full time (unpaid), dependent on skills and ability.

After this time you should have gained the necessary knowledge and skills to operate your own store. **pasta go go** may extend this period if it feels you have not reached a satisfactory skill level.

The second part of your training will be in your own **pasta go go** store. **pasta go go** will have representatives present for the first week (longer if necessary) of your stores opening to assist in any way to ensure a smooth settling period.

Ongoing support

pasta go go is committed in providing ongoing support to all franchisees for the duration of their franchise agreement.

This is done through regular informal site visits to ensure both you and your staff are fully comfortable in your duties and we will offer extra training and advice where needed.

In conjunction to these visits, **pasta go go** will also conduct a monthly evaluation of your store which will cover all areas of operations. This will greatly help us assess your store's performance and target any areas that may need improvement. **pasta go go** will then work closely with you and offer assistance and guidance to rectify any areas requiring attention.

Remember, help is never far away.

Manuals

All franchisees will be provided with comprehensive Operations and Training Manuals. These manuals are designed to give information and, provide assistants in the day to day running of your store.

pasta go go is continually refining its methods and procedures to ensure we stay ahead of our competitors. At times these manuals will be updated to reflect these changes, and keep franchisees up to date with relative information.



Mystery shoppers

pasta go go randomly engages the services of an independent mystery shopper. The mystery shopper assesses the store from the customers' point of view. Their report will detail such things as atmosphere, cleanliness of store, politeness of staff, quality of food and speed of service. This information is vital, at the end of the day it's the customer we aim to please.



Who would suit a pasta go go franchise?

- Someone seeking a change from their mundane 9 – 5 job, who is looking for an exciting, fast paced working environment, full of challenges who is able to lead and guide people to be their very best.
- Someone who believes in the **pasta go go** brand, is prepared to work hard and is able to realise and set goals to reach the full potential of a **pasta go go** franchise.
- Someone who wants to be part of an exciting new concept which is geared and just waiting for the right people to take it to the next level.



Have you got what it takes to be this someone?

Frequently asked questions

Q. Do I need to have experience?

A. You do not need prior experience as **pasta go go** will train you in all areas of running your store, although a commitment to exceptional customer service is essential. It is also advisable if you have never managed a small business, you should seek advice regarding your obligations in running your own business.

Q. What will a **pasta go go** Franchise cost me?

A. The total cost will vary depending on the size and layout of your store, its condition, and any necessary improvements. As a guide only, a new store will cost approximately \$225,000 – \$275,000 + GST, which includes the franchise fee and full training.

Q. What are the ongoing fees?

A. A 8% royalty fee and a 3% advertising levy on your gross sales which is payable weekly.

Q. How much will I make?

A. This will depend on numerous factors, including but not limited to the location of the store and the way the franchisee manages his/her own store. **pasta go go** will endeavour to do all it can in the area of brand awareness and to develop local marketing strategies, but ultimately the franchisee is in total control of the profitability of their store.

Q. Do I need to work in my own store?

A. Statistics show that business perform significantly better when their owners are actively involved in the running of their stores. At **pasta go go** we expect all franchisees to be involved in the day to day running of their store.

More frequently asked questions

Q. Can I find my own site?

A. We are constantly on the lookout for new sites and subject to our approval, we welcome any potential franchisees who find their own sites.

Q. How is the Advertising levy spent?

A. the Advertising levy is used in a variety of ways to advertise and promote awareness of the pastagogo band. Some of the areas where the money may be used are:

- Radio
- Yellow pages
- State and local newspapers
- Television
- Bus shelters
- Promotional material

Q. How is the Royalty fee used?

A. the royalty fee is used to build and maintain the pastagogo network, and will be directed towards growth, product development, support personnel and the ongoing support to your store.

Q. Do we need to purchase products from pastagogo?

A. The main products such as sauces and toppings must be purchased from pastagogo. This is to ensure our quality of food remains at highest standards and consistency across all stores. The remainder of products are to be purchased from pasta go go approved suppliers.