



Sweet Dreams and Goodnight

AUSTRALIA'S ORIGINAL SLUMBER PARTY SPECIALIST
FRANCHISE MINI HANDBOOK





WELCOME

Sweet Dreams and Goodnight was established in early 2016 as Australia's original and best slumber party provider. Creator and founder Mel Jacobs set it up in her hometown of Perth, Western Australia, using her experience as a mum of two and her findings from two year's research into the kids' party industry.

Mel found a gap in the market for party services for kids aged 6-14 and for mothers who didn't want to do it all themselves at party shops but who also didn't want to get a party planner in. Her idea was to offer a unique and stylish slumber party experience based on what she loved to do as a kid.

Within days of opening the business on Facebook, Mel was overwhelmed with enquiries from customers who wanted to make bookings and from a variety of bloggers and media outlets who loved her idea and wanted to tell their audiences. Enquiries quickly came in from all over Australia and she was booked out months in advance in Perth. Mel decided to franchise her business so that kids all over Australia and New Zealand could experience Sweet Dreams and Goodnight.



THE MISSION

Sweet Dreams and Goodnight's mission is to deliver Australia and New Zealand's most amazing and memorable slumber party experience, full of laughter and fun. We provide everything parents require, from setting the scene with beautiful tents, bedding, and accessories to entertaining the kids with a range of activities to keep everyone entertained and having lots of laughs and fun. We take the stress out of organizing a great kid's party.

THE VISION

We will be the benchmark for slumber parties in Australia and New Zealand, setting the highest of standards continuously.



WHAT IS MY INVESTMENT

INITIAL INVESTMENT

Depending on location, Sweet Dreams and Goodnight offers 2 territory tiers (Regional and Metro).

Your initial financial investment will include:

- Business set up
- Start up equipment & inventory
- Exclusive territory
- Marketing

INITIAL FRANCHISE FEE

This is for licence rights for an agreed term (5 years)

to use the business's:

- Systems & Procedures
- Brand & Marketing
- Training
- Operational manuals

ONGOING COSTS

Sweet Dreams and Goodnight charges franchisees two ongoing costs:

1. Franchise Fee - percentage of weekly turnover
2. IT Fee - set weekly fee

FRANCHISE DETAILS

FRANCHISE TERM

5 Years (+5+5)

REGIONS AVAILABLE

Depending on location there are 2 Tiers of franchising available right across Australia and New Zealand - Metro and Regional.

CAPITAL INVESTMENT

Your investment is from \$24,000 including business establishment costs, equipment, marketing, inventory, materials and the initial franchise fee.

INITIAL FRANCHISE FEE

From \$15,000. This is for licensing rights for the use of business systems, programs, brand and procedures and includes initial/launch marketing, training and operations manual.

ONGOING FRANCHISE FEE

15% of weekly gross turnover includes marketing.

IT FEE

Set weekly amount.







THE BENEFITS

1. Steady income working part time hours
2. Owning your own business – working for yourself, not by yourself
3. Great flexibility with work life balance
4. Systems and processes - make it clear and easy to run your franchise
5. Training / support - franchisor is here to help you succeed
6. Marketing



OWNING YOUR OWN BUSINESS – WORKING FOR YOURSELF, NOT BY YOURSELF

BUSINESS MODEL A brand identity and trademark that have value in consumers' eyes. You don't have to reinvent the wheel to be successful. As a franchisee, providing capital, passion, talent and energy, you can expand the brand faster in your local area than we are able to.

PROVEN SYSTEMS When you invest in a Sweet Dreams and Goodnight Franchise, we provide operating systems, marketing advice and material, management methods and relevant information to assist your business to be a success.

SYSTEMISATION We have worked out the kinks so almost every aspect of the business is covered and working, including website, social media, booking and management system.

TRAINING PROVIDED We commit to providing you with initial and ongoing support throughout the life of the Franchise Agreement.

RISK REDUCTION Franchising is about systemisation, creating efficiencies, risk reduction and safety; you don't have to guess about the most effective way to build your business because there is already a successful system to use. You just need to follow the guidelines and work within our franchise system. Your success will depend on the amount of effort you put into your business.

INCREASED REVENUE POTENTIAL As a franchisee, the management of your business will be down to you, but that doesn't mean you'll go it alone. You will have a head start with Sweet Dreams and Goodnight's systems.



WHAT TRAITS ARE WE LOOKING FOR IN THOSE WISHING TO JOIN THE SWEET DREAMS AND GOODNIGHT FAMILY

1. Passionate about working with children and bringing a moment of joy to their lives
2. Creative flair and attention to details
3. Drive and determination
4. Highly motivated
5. Team player
6. Well presented
7. Exceptional people skills
8. Business acumen and common sense

STEPS TO OWNING A SWEET DREAMS AND GOODNIGHT FRANCHISE

1. **Welcome** - your first step into the Sweet Dreams and Goodnight family is to complete the initial enquiry, evaluation
2. **Meet and Greet** - you will receive a phone call to find out a little more about you and answer any questions you may have
3. **Find Out About Us** - complete the confidentiality agreement and receive disclosure documents, franchise code of contact, information pack and personnel potential analysis.
4. **Face to Face Meeting** - meeting in Perth, spending some time attending party setups and understanding the operations and physical requirements of conducting the business we will get to know you a little further and answer any questions you have.
5. **Investigation** - carefully review the material and complete your own research. We will also research police clearances, working with children clearance, financials, legal identity, etc.
6. **Third Interview** - Skype tour of your home and potential plans for storage, home facilities
7. **Count Me In** - sign offer to franchise and pay deposit
8. **Get Excited** - we will provide final disclosure and work with you to execute franchise agreement
9. **Congratulations** - you are now part of the Sweet Dreams and Goodnight family. All elements of owning your own business will now be finalised, training will take place, and start up products issued.
10. **START!**

GET IN TOUCH

Mel Jacobs

Phone: 0402 463 812

Email: franchise@sweetdreamsandgoodnight.com.au

www.sweetdreamsandgoodnight.com.au