



*Handcrafted Coffee*

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100% PURE ARABICA COFFEE

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COFFEE THAT BRINGS PEOPLE TOGETHER

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FRANCHISE APPLICATION



# BRU Coffee Roasters (Pty) Ltd

29 Engelbrecht Street, Oatlands, 1739

info@brucoffeeroasters.co.za

076 397 8602

083 788 1611

www.brucoffeeroastes.co.za

Reg. No: 2015/367114/07

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## FRANCHISE - APPLICANT INFORMATION

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THANK YOU FOR YOUR INTEREST IN BRU COFFEE ROASTERS. THIS IS THE FIRST STEP ON YOUR JOURNEY TO BECOMING ONE OF THE **"BRU CAFÉ"** FRANCHISE OWNERS.

WE HAVE A CULTURE AT BRU TO **BRING PEOPLE TOGETHER**. DURING THE FOLLOWING FEW MONTHS, WE WILL DO OUR UTMOST TO GET TO KNOW YOU, EVEN THOUGH THE FIRST FEW STEPS WILL BE WITHOUT MEETING FACE TO FACE. LIMITED INFORMATION WILL BE DISCLOSED WITH ALL YOUR QUESTIONS ANSWERED BEFORE A COMMITMENT WILL BE REQUIRED.

### BEFORE YOU BEGIN:

- WE TAKE CARE IN SELECTING FRANCHISEES.
- A BRU FRANCHISE IS A LONG-TERM INVESTMENT.
- A FRANCHISE REQUIRE TIME AND MONEY AS INVESTMENT.
- OWNERS SHOULD BE AVAILABLE TO MANAGE THEIR OWN STORES OR AT LEAST, VISIT THEIR STORE ON A REGULAR BASIS
- THIS PROCESS WILL TAKE A FEW MONTHS TO COMPLETE.

GRAB A COFFEE AND GET WRITING!

Why do you want to open a BRU Franchise?

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What is your goal with opening a BRU Franchise (where do you see yourself in 5 years)?

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Why do you think your Franchise will be successful?

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Provide a quick overview of work/business experience.

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Please mention your experience in the coffee/hospitality industry.

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What is your expectation with running/operating a BRU Cafe Franchise?

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How should BRU facilitate customer loyalty?

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Do you have anything to declare that might implicate your application? (financial, criminal, etc)

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What is the largest team of employees you've led (direct and/or indirect)?

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Where you responsible for hiring new employees in the past?

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What is your accounting experience?

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Applicant full name: \_\_\_\_\_

ID Number: \_\_\_\_\_

Contact Numbers: \_\_\_\_\_

Email Address: \_\_\_\_\_

City of Residence: \_\_\_\_\_

Do you have a location in mind or secured? If so, provide an overview.

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Are you opening as a Sole Proprietor or a registered business? If registered, please provide Registration number.

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Additional Terms:

- I/we agree that the information that I/we have given is true and correct and that I/we are duly authorised to have provided it.
- I/we agree that a credit check can be completed (please forward personal ID document with this application).

Signed at \_\_\_\_\_ on the \_\_\_\_ day of \_\_\_\_\_ 20\_\_.

\_\_\_\_\_  
Applicant

*Please return this form with a **copy of your ID** to [info@brucoffeeroasters.co.za](mailto:info@brucoffeeroasters.co.za).*