



La Baguette du Jour



Outside Catering Franchise - **"A Bite Above the Rest"**



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OUTSIDE CATERING FRANCHISE

Developed over many years La Baguette du Jour Outside Catering has taken advantage of consumers' ever increasing demand for quality food conveniently delivered to the home or office.

Operating from low cost premises our franchisees are able to offer the best quality fresh products with the finest ingredients at exceptional value for money.

PREMISES & VEHICLE

Typically, franchisees operate from a small production unit of about 600/800 sq ft.

This unit is then fitted out by our shop fitters in the company style. Two sections are created one for storage with walk in cold store and the other with stainless steel kitchen equipment to ensure that hygiene standards are at the highest levels in the preparation area.



Initially the business starts with one delivery vehicle then as business grows further vehicles are added all in the distinctive company style. We have negotiated an all included lease arrangement so that franchisees operate with a clean reliable vehicle to ensure that deliveries are never affected by breakdowns.



Training takes place initially within the company store in Swansea giving on the job experience in all aspects of the business including lead generation, quotations and buying.

PRODUCTION & DELIVERY

It is during the training that you will experience the infectious enthusiasm of the directors and management of the company. This is particularly true of founders Marlene and Mark Meadon who, with their years of food industry experience, will ensure that you are put on the right path for success.

Further training takes place in your unit and chosen trading area to ensure that you are comfortable with all aspects of the business. On-going support is never more than a phone call away.



THE MARKET

Income is limited only by your own ambition and drive as the market is growing at such a fast pace - consider for yourself the opportunities in your local area.

With businesses constantly reviewing costs of entertaining and quality of catering, our services are in real demand.

Our platters are designed to appeal to the widest possible tastes and dietary requirements, seasonal events and religious occasions.

Take a look at our platter menus which cater for everything from breakfast to special occasions and you will see how it is impossible to resist sampling. Once sampled, our clients always come back for more and in fact sell for us by introducing us to new custom.





THE BRAND

La Baguette du Jour branding is powerful, explicit and strongly projected for optimum effect.

- The Vehicle
- Menu
- Items of Packaging
- Staff Apparel
- Advertising Material

LA BAGUETTE DU JOUR OFFERS:

- Low Startup Cost
- Lucrative Expanding Market
- Exclusive Territory with Opportunity to Expand
- Proven Supply Lines with Daily Deliveries
- Minimum Overheads
- On the Job Training
- On-going Support

HAVE YOU THE SKILLS TO SUCCEED?

- Enthusiasm
- Good Communication Skills
- An Interest in Catering
- Basic Computer Skills

If you have identified yourself with our franchise and would like the opportunity to meet on an informal one to one basis please complete the enclosed information form

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