

TESTIMONIAL

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Robert Harris,
FIELDING

I have been a successful Robert Harris Cafe Franchisee in a small New Zealand provincial town since mid 2005, rapidly elevating my start-up café to become Feilding's 'top shop trendsetter' that others strive so hard to emulate.

The benefits of being a Robert Harris franchisee are far too numerous to adequately cover here, but the key one for me are:

1. **Competitive Advantages** - Collective purchasing agreements give Robert Harris Cafe Franchisees better buying power and therefore lower cost of goods;
2. **Support** - Both initial and then on-going support, benchmarking, mentoring, and advice on emerging 'Hospo' trends - both national and global, from acknowledged industry experts and from within the Franchise Support Team;
3. **Autonomy** - The café is mine, operational decision making is mine, operated under a "Franchise licence". Helpful advice and assistance is readily available almost 24/7;
4. **Continuous Quality Improvements** - The "best of the best" ideas and practices of any individual café are shared for the benefit of the whole Franchise group, thus continuously raising the bar to exceed customer expectations;
5. **The Brand** - A tried and strong iconic New Zealand brand, well known, trusted and supported by all New Zealand consumers;

I can genuinely say I have had no regrets what-so-ever in becoming a Robert Harris Cafe Franchisee.

Milton Thomas

Owner

Robert Harris Cafe Feilding

