

FRANCHISEE CASE STUDY

CAMDEN



PINOT
& *picasso*

WHY DID YOU GO DOWN THE FRANCHISE ROUTE?

We weren't out looking for a business venture when this franchise opportunity came up though. We had seen the success that the Penrith studio has had, and this was something we believed we could manage with our full time jobs, and make a success of it - so we went for it.

WHY DID YOU CHOOSE PINOT & PICASSO?

We were most impressed by their fantastic franchise blueprint. The simplicity of the business model, head office support and encouragement from the Director made it a difficult opportunity to miss. From a pair of oldies with no artistic experience to franchise owners - it's hard to imagine life without Pinot.

WHAT DID YOU BOTH (PARTNERS) DO BEFORE TAKING UP A FRANCHISE?

I (Tracey) work full-time in Life Insurance, and Colin still manages his own small business. We still currently manage our previous jobs, but with Pinot Camden now ticking - we are looking to slow down where possible!

HOW DID YOU RAISE THE FINANCE FOR YOUR FRANCHISE?

We were lucky that we had money put aside from a previous investment that we put towards opening our studio.

WHAT TRAINING AND SUPPORT DID YOU RECEIVE INITIALLY AND ONGOING FROM HEAD OFFICE?

We received training across operations, staff training, social media and marketing training plus training across the use of the back end of the website. We were blessed to have James & Aaron there from start to finish, but would have liked a few more weeks back-end training before opening our doors.





WHAT IS A TYPICAL DAY FOR YOU AS A FRANCHISEE?

Weekdays are pretty simple in that we spend an hour or so each evening responding to email queries, paying the staff and ordering stock for our weekend sessions. We have an amazing team of artists who treat the studio as their own and this enables us to go perhaps once per week or at times once per fortnight to check stock, catch up with the team and show our appreciation. It is them who have made the studio a success, not us.

WHAT ARE THE BIGGEST CHALLENGES HAVE YOU FACED?

Initially the onboarding, getting our head around how the business runs and flows plus having the confidence to make decisions quickly. The first month or so we relied very much on head office for our back office support, but since becoming more autonomous it has been quite easy. As mentioned our team is very important to us, but also the hardest to assemble, but in turn the most beneficial for the running of the business.

HAS BECOMING A FRANCHISEE CHANGED YOUR LIFE, IF SO HOW?

It's made our lives busier, but it's a good busy! We're definitely more business minded, and have grown a lot through Pinot. Col & I bought the business as new adventure, and it's been great so far! We need to spend more time growing the business though, and this will happen in the New Year.

DID YOU HAVE TO GIVE UP YOUR OTHER JOBS TO MANAGE THIS BUSINESS?

We didn't have to - we've maintained our usual jobs. We have been very lucky in that we have clear roles and responsibilities across the family who support the end to end process. If one person had to do all of the marketing, premises, stock, staff, sessions, etc etc it would not be as easy to keep both going at the rate it has, while managing the business from start to finish.

WHAT ADVICE WOULD YOU GIVE TO SOMEONE THINKING OF BUYING A PINOT & PICASSO FRANCHISE?

Do it - be prepared for some late nights early on, some testing times with staff - but bucket loads of fun! Staff we're finding, are the face of your business and effectively hold your reputation in their hands. Choose them wisely.

WHAT ARE YOUR PLANS FOR YOUR (BUSINESS RELATED) FUTURE?

We're looking to grow our studio further in 2020. We will probably only hold onto the franchise for another 18-24 months before looking to offload, but we hope that all the hard yards we do now will leave us in a very strong position.

WOULD YOU DO IT AGAIN?

If something were to change in our work lives, and the right opportunity came up - almost definitely.

