

FRANCHISEE CASE STUDY

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PINOT
& *picasso*

WHY DID YOU GO DOWN THE FRANCHISE ROUTE?

A great opportunity was presented to us by starting a Pinot & Picasso franchise in a location of our choice. Living in Penrith we had visited the Penrith studio ourselves, and were well aware of the franchisor success in such a short amount of time. We thought the concept would have huge potential in the Wollongong area and would be warmly accepted due to the creative culture in the Illawarra.

We did some research and found that similar things had existed in the region but was never really recognised. We believed that P&P would be able to get that brand recognition in the area.

WHY DID YOU CHOOSE PINOT & PICASSO?

The branding, the marketing and the systems we had seen from the flagship Penrith store were smart, sleek and engaging. When comparing this to the thought of starting another paint and sip studio from scratch, it was a no brainer.

Mostly though it was the culture and team that came with Pinot & Picasso - we wanted to be a part of it. The artworks were fun, bright and inviting to potential customers. Sip and paint studios are not a new idea it has just been reinvented by Pinot and Picasso!

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

We both still work other jobs. I (Caitlin) work in interior design specializing in home staging and my background is customer service based. Luke works in construction management for a company. My experience in customer service and managing teams with Luke's knack for business has actually created quite a suitable team for this kind of franchise.

HOW DID YOU RAISE THE FINANCE FOR YOUR FRANCHISE?

We were lucky enough to have enough savings to cover the initial start-up costs. We managed to land strong initial sales from the business to





cover the rest of our costs needed for the first few months. The business still owes us money from the initial start-up however we are really happy at how the sales are progressing in the short time of trading.

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

We had a lot of hands on support and training from the start of the business set up. Head Office was very involved in the fit out and the steps involved with creating branding awareness in the area. We had extensive social media training and web training with ongoing support across all areas.

WHAT IS A TYPICAL DAY FOR YOU AS A FRANCHISEE?

The job itself is quite flexible. You can be very hands on 7 days a week or work on the business after hours around other jobs and life commitments. Personally I enjoy dedicating a few days a week into the business because I find it to be very fulfilling and stimulating.

The more you put into it the more you get out of it. I like to be in the studio once a week to implement new procedures, additional training for staff, take feedback from customers after the sessions and because it is a wonderful creative space to work in.

The admin work is a constant thing that doesn't usually have off days when you are dealing with customers, however - it means I get to work from home and who wouldn't want to do that a few days a week? It can be a great work/life balance so long as you remind yourself there is more to life than running a paint and sip studio!

I spend roughly 3-4 days a week on the business and would say I'm heavily involved. We are in a routine now that seems to be working really well for both us and the business.

WHAT ARE THE BIGGEST CHALLENGES HAVE YOU FACED?

- Securing the right premises
- Maintaining / finding great staff
- Building initial sales

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

I suppose our lives have changed. Besides the personal growth and development that comes with being a business owner there is the extra responsibility. I personally have taken this on as a career and thoroughly enjoy working on our own investment. The aim is for this to set us up for the future and hope it changes our life in that regard. It also provides an enjoyable job with a great work life balance.

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

One of us did, for a few days a week. I always intended to work for the business because it is something I wanted to do. We have found that the more time, networking and new ideas put towards the business can reap the rewards!

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

Do it! but don't rush the important things. In hindsight, we would have taken more time initially when securing the venue and opening sales on the website. Your staff are the face of the business and if you choose wisely you'll wonder if you ever need to lift a finger.

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

We are both really happy with how the business and our working lives are tracking and now that we've established our brand and a place in the Illawarra we plan to get the most out of it.

WOULD YOU DO IT AGAIN?

Absolutely. Without a doubt.

