

FRANCHISEE CASE STUDY

TERRIGAL



PINOT
& picasso

WHY DID YOU GO DOWN THE FRANCHISE ROUTE?

After meeting with the team from James and Aaron from Pinot & Picasso, it was clear right away that this was not an ordinary franchise. The passion towards the business the boys had created, along with wanting others to succeed so desperately - made the decision to franchise so much easier for us. Franchising is "being in business for yourself, but not by yourself" and we strongly believe that claim.

WHY DID YOU CHOOSE PINOT & PICASSO?

We have run numerous businesses previously. From the building industry to the beauty industry and now finally within what I believe to be the strongest industry - the creative arts.

Over the years it has become clear to us that in order to be successful, you needed great staff. The business doesn't run without a great unit behind it, and what better way to have great staff, than to run a business they love to be a part of. Our artists love what they do - very much like a singing teacher or dance teacher, ultimately it is something they have loved since they were children. Pinot & Picasso has allowed us to implement this belief, and thus far we could not be more right with the decision. Our staff have allowed us to love what we do, by loving what they do.

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

I (Daniel) have my trade in plastering. I ran a plastering company from a young age with numerous people venturing out from us into their own small businesses. My Fiance and I also own two other franchises (Sparkling White Smile Castle Hill & Central Coast). With my background in owning businesses and Biancas in the beauty industry -it seemed fitting for us to go out together.

HOW DID YOU RAISE THE FINANCE FOR YOUR FRANCHISE?

We had been looking to buy a home originally but when the opportunity arose - we put that on hold and figured to really go hard while we had the chance.

It seems like a risk to some, but we feel Pinot could be the key to our ultimate success moving forward.





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

We received training across all areas from start to finish. From staff training, to business model training as well as web education. It was all a simple transition really. James and Aaron were with us every step of the way. They helped arrange my fit out while i was away for my bucks party. I had approached the boys to discuss the option of rescheduling my trip and they wouldn't have it. Assuring me time and time again that it was in safe hands! (it was).

Everything that possibly could have gone wrong during our fit out but was largely out of our hands. But not once did they let me stress or work alone. It was amazing to see these two guys at work, positivity and an amazing team attitude!! WOW!

WHAT IS A TYPICAL DAY FOR YOU AS A FRANCHISEE?

Due to the fact that I currently live in Sydney and my studio is in Terrigal, I have hired a manager to run it from up on the Coast. We put lots of ground work in for the first 6 weeks becoming familiar with our Neighbours and really showing our face around town.

Currently my manager responds to queries, looks after our social media (roughly 1 hr a day) and then she clocks on and off whilst at home while replying to emails. These things can be done yourself if you choose, but we utilise our manager in order to invest our time elsewhere.

WHAT ARE THE BIGGEST CHALLENGES HAVE YOU FACED?

The biggest challenges we have faced by far was the fitout of the studio. Though that was ultimately our fault for having so much going on during the opening. Credit to Aaron & James though, the positive "the show goes on" attitude really helped and once those challenges were over the transition into the franchise has been seamless.

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

Although there is now a lot more to think of daily, we have managed to spend a lot more time with our children. I now pick and choose my days to "work" and invest that entire day to ensure i have more time up my sleeve in the following few days to ensure i can be the Father I've dreamed of being.

Entrepreneurship is not for everyone, there are hard days, stressful days, but as a franchisee you're never alone, HQ are very prompt in responding to enquiries which has relieved a lot of the stress you'd have if you were in business alone.

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

As I discussed earlier, we also have two other businesses, so we'd already made that step. That being said, having a Pinot has given us more chances to make those succeed. It is very manageable and I believe that you could still work a fulltime job and give yourself a huge chance at succeeding.

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

If you're thinking of buying a Pinot, many of you have probably had a thought of investing for at least a little previously. We're so happy we didn't let this opportunity slip through our hands.

Just do it! Back yourself and success will come. Staff are definitely the key. Find the right staff and your business will flourish. In my experience it has been much easier to find good staff with Pinot than any other hiring i've had to do. What Artist doesn't want to teach art?

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

Continued growth into 2020. We had an amazing first few months but this has made us realise the true potential a year under your belt could accomplish. The Pinot & Picasso brand is something I believe in. We will be pursuing a second franchise as soon as the opportunity arises.

WOULD YOU DO IT AGAIN?

Absolutely. Without a doubt.

