



Boost - The Business

Boost Juice is a well established retail food service operator based in Australia, with a network of 160 bright, attractive, well merchandised stores located in high traffic precincts and shopping centres across every state and territory in Australia.

During its establishment period, Boost Juice was one of the fastest growing businesses in Australia with its founder, Janine Allis being voted Australian Business Women of the Year.

The business has developed a loyal following of staff and customers based around its “Live Life” philosophy, high levels of customer service, groundbreaking national and local store marketing programs, sophisticated management information systems based on a web-based IT reporting systems, excellent financial systems and a world class management team.



The Challenge

The company grew rapidly to a point where in a market of just 20 million people it was not only the clear market leader but was approaching market saturation and the availability of suitable retail locations were becoming scarce.

Boost faced the position of managing a highly profitable but potentially maturing business in a market where sales growth from opening new stores would start to decline.

How could the business continue substantial growth in sales and profitability using its proven expertise, brand and business model?

The Solution

DC Strategy worked with Boost Juice to develop an optimal international business model, structure and commercial policy designed to create a new growth platform for Boost Juice, building on its successful 160 store domestic business.

Potential countries were selected based on demographic, language, legal and financial considerations. A trademark registration strategy was developed to protect the Boost Juice brand in global markets.

A model was developed for each level of the international business structure and was supported by a robust recruitment strategy designed to attract, screen and select suitable prospective international business associates.

A dedicated International development team was formed to focus exclusively on the global growth of Boost Juice and a network of contacts was utilised to reach the right prospective Master Franchisees or Area Developers.



The Outcomes

Three years after launching the international franchise program, Boost Juice has established a multi-country growth trajectory with stores operating in Malaysia, Hong Kong, Macau, South Africa, Chile, Portugal, Estonia, the United Kingdom, Thailand and Singapore.

As new markets are opened, several of the highest volume stores in the network are now located outside the Australian base and new store sales records are being broken on a regular basis. Significant upfront revenues continue to be earned from granting Master Franchise and Area Development rights to exploit the Boost Juice IP, know-how and expertise.

It takes little imagination to understand the impact the major growth markets of China, India, Brazil and Russia will have on the value of the Boost Juice parent company once these drivers of the world economy start to be established on the Boost Juice map.

DC Strategy Contact Details

International Head Office

Level 5, 530 Collins Street,
Melbourne VIC 3000 Australia

growth@dcstrategy.com

www.dcstrategy.com

Australia

Melbourne +61 (0)3 8102 9200

Sydney +61 (0)2 8220 8700

Brisbane +61 (0)7 3015 7600

Perth +61 (0)8 6222 1011

Canberra +61 (0)2 8220 8700