



Xpresso Delight - The Business

Founded in 2003, Xpresso Delight is now a leading provider of coffee systems to workplaces in Australia and New Zealand. The Xpresso Delight coffee system transplants a cafe style experience into the workplace and utilises a franchise model to offer a level of service and convenience unavailable elsewhere in the market.

Co-founders, Paul Crabtree and Stephen Sptiz, created the Xpresso Delight concept out of a love for coffee and capitalised on the largely untapped market opportunity to provide an easy, affordable espresso coffee solution to the modern workplace.

Paul and Stephen have a passion for great coffee and this passion is reflected in all aspects of the Xpresso Delight business. The Xpresso Delight business model ensures all participants in the network, from franchisees through to Master Agents, generate an attractive return on their invested capital and time. It is this passion and sense of fairness that has led to Xpresso Delight being one of the fastest growing and most successful franchise systems in Australia in the last decade.

The success of the Xpresso Delight system is not only evidenced by its rapid growth, but by the numerous awards and industry recognition the system has received. Acknowledgement by leading business publications and franchise industry bodies is testimony to the long-term sustainable nature of the business and credibility in the sector.



Domestic Successes

Xpresso Delight has been named in the BRW's 'Top 5 Fastest Growing Franchises by Revenue' in both 2008 & 2009

The Challenge

For the two years leading up to 2009/10 Xpresso Delight has been one of the fastest growing franchise networks in Australia and this trend is expected to continue. The business has over 100 franchises operating across Australia and New Zealand and with the predicted growth path Xpresso Delight conservatively expects to have over 250 franchisees in Australia and New Zealand by 2015.

Xpresso Delight is now ready for its next stage of development. The Australian and New Zealand business is at a point where it is generating healthy and increasing annual profits and significant opportunities are available to the company in international markets.

Xpresso Delight identified that a combination of domestic and international growth will underpin the medium term strategy for the business and engaged DC Strategy to assist with structuring its international growth plans.

Are you ready to go international?

Have you met the 3 non-negotiables of successful international expansion?

- Strong cash flow & profitability
- Domestic market strength
- Dedicated management resource

The Solution

Xpresso Delight worked with DC Strategy (DCS) to develop an international growth strategy that would capitalise on the huge potential of the brand and position Xpresso Delight as a major international player in the coffee industry.

Areas of focus included:

- Developing the international business model to rapidly and profitably scale the business
- Identifying and prioritising the target regions for international expansion
- Establish relationships with strategic partners such as Austrade
- Developing recruitment documentation for international partners and investors



Setting up for success

International expansion demands a pro-active approach

The Outcomes

The development of this strategy takes Xpresso Delight another step closer to achieving its vision of becoming a truly global organisation. Internationally, the goal is to have Xpresso Delight operating in at least four countries and to have an international network of over 500 franchises.

Xpresso Delight is well positioned to pursue its international expansion, with the right business model and target markets in place to ensure a sustainable, profitable and rewarding journey.

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