

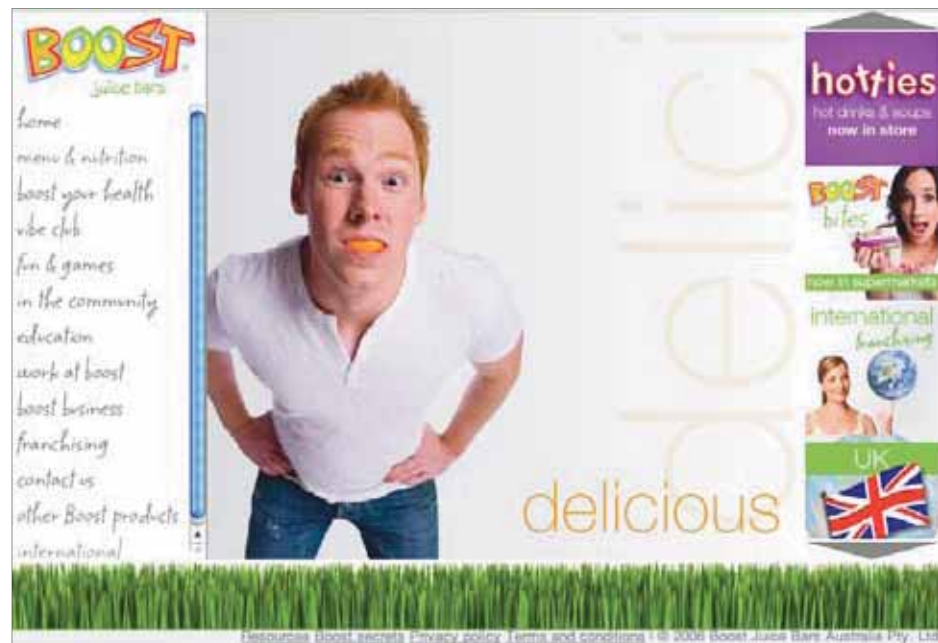


Boost - The Business

Boost Juice is a chain of health-orientated juice and smoothie stores. It sells fruit and vegetable juices, smoothies, muffins and yoghurt, which come with an added "SUPER NUTRITIONAL SUPPLEMENT" of one of five specially formulated natural vitamin boosts.

The culture of Boost is all about offering people who love life a great taste, a great experience, and it's about showing people that being healthy isn't hard, it's a choice.

Janine Allis, the founder, established the first store in Adelaide in May 2000, having seen similar stores in California. After establishing the second company-owned location, issues of further expansion lay ahead.



Critical Mass

The first stores were successful, but after a critical mass of stores was created, even the first stores improved their performance

The Challenge

The key challenges for Boost Juice were:

- Boost Juice was established in only 2 locations in South Australia
- It had an opportunity for rapid growth to 200 stores across Australia
- Other competitors already in multiple locations
- Large food service business were developing new concepts to compete in this category
- Substantial capital was required to achieve growth objectives
- The business was operated from a home-office by the proprietor living in Melbourne

The Solution

DC Strategy (DCS) was engaged to develop a business plan and strategy for growth. In considering the options for the growth of Boost, the key issues of capital and personnel for store operations became a live issue.

The strategic and business plans pointed to the development of a franchising program that involved a mix of both company-owned stores and franchised stores. A franchise strategy was developed and the financial, legal, administrative structure and franchise program to facilitate growth was formulated.

Using the rigour of the business plan and franchise program, a facility was established with a banker to supplement cash flow and allow for company-owned stores to be opened in parallel to a substantial expansion of franchised stores.



The Outcomes

Boost Juice now has a major network of company-owned and franchised stores spread across Adelaide, Brisbane, Canberra, Perth, Sydney and Melbourne. It is one of the fastest growing companies in Australia.

- Boost Juice is the market leader in the juice smoothie market in Australia
- Boost Juice is continuing its growth throughout Australia and is formulating international expansion strategies
- The company has a mix of both franchised and company-owned stores, providing cash flow, profit and substantial growth in sales and store numbers
- The value of the Boost Juice Company has increased substantially on the back of this growth.
- The brand is highly visible and the options of build and hold, trade sale or I.P.O are all live

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