



Bureaux - The Business

Bureaux operate membership-based business lounges in Melbourne and Sydney providing state-of-the-art business facilities, private workstations and informal café and lounge areas which are ideal for any organisation conducting business out of their office and/or interstate.

Bureaux is not a serviced office, but rather an all inclusive facility aimed at creating a comfortable environment for their members to work, meet and unwind. Bureaux also offer other services such as fully catered cocktail parties, product launches and other after hours work functions, networking events, and even a Bureaux yacht available for charter for member functions.

The company's uncompromising commitment to quality and service delivery has not only led to strong membership growth but is a constant source of franchise enquiries both within Australia and internationally. Over the coming years the company aims to take advantage of these opportunities and to expand its network.

Meeting Rooms



Conference Room



Workstations



Café/Bar



The Challenge

In the face of a third location opening in Brisbane, Bureaux had received several enquiries by individuals to take up the concept both nationally and overseas. The immediate challenge for the company was how to deal with these enquiries and subsequently how this growth would be managed and executed.

The company sought an expansion strategy which ensured every business lounge embodied the highest commitment to quality and customer service. The challenges Bureaux faced in achieving its growth objectives were:

- Developing a scalable business model that provided attractive returns for the owner operator
- Developing a structured sales process for securing new members
- Developing an alliance network which would benefit both the members and the Bureaux network
- Understanding the key issues in developing a franchised network within Australia and internationally
- Developing suitable operational systems and guidelines for franchisees

Future Growth

A successful growth strategy must not only cater to the existing business needs but has to consider how the network will evolve over time to ensure its long-term relevance

The Solution

Bureaux engaged DC Strategy (DCS) to identify and evaluate alternative structures and determine the optimal model for growth. DCS developed the systems, processes and procedures required to support Bureaux's franchise network and expansion. The scope of the work included:

- An economic analysis to define the structure for a profitable network
- The commercial strategy and policies for operation
- The network growth plan and expansion strategy
- A recruitment screening and selection process
- Operations manuals and processes

The ensuing process outlined the necessary structure and control mechanisms for national growth while developing the necessary support systems to manage the national expansion.

**The Outcomes**

Through the network development process Bureaux has developed the systems and policies required to grow a national and international network. Most importantly the company now has the infrastructure necessary to support the network through its expansion.

The core outcomes of the franchise distribution system, strategy and growth development included:

- The identification of the required head office structure to support and drive the growth
- Development of the actions and activities required by a franchisee when establishing a business lounge
- Development of the key systems and policies for managing the growth and network
- The remuneration systems for a network of mobile members
- Development and implementation of systems and processes to recruit and subsequently support franchisees in their day to day operation

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