



a special advertising report

**BUSINESS AND FRANCHISE OPPORTUNITIES**

# It's no joke: bakers really are rolling in the dough

**T**HERE'S something about the smell of freshly baked bread which has the power to stop a person in their tracks and force them to trail the scent to its source.

It's this sensory appeal, combined with a strong brand and distinctive image, which has led to the global success of bakery chain Bakers Delight.

Further buoyed by healthy eating trends, this Australian success story continually reaches new heights.

Bakers Delight's global sales turnover is expected to stretch to \$530 million for the 2007/2008 financial year, and it currently

holds 15.2 per cent of the Australian bread market - more than four times that of its closest competitor. And, after 27 years, business shows no signs of slowing

The company plans to grow the number of its bakeries by as much as 10 per cent in some regions during the next 12 months in Australia alone - adding to the 700 bakeries it currently operates worldwide.

"Our success has been driven by our network of dedicated franchisees and specialist support team who ensure the highest quality product, service and business operation," co-founder and CEO Lesley Gillespie says.

"The reputation and proven business formula that characterises the Bakers Delight franchise network contributes to a business success rate of over 90 per cent, despite figures from the Franchise Council of Australia which estimate that a stand-alone small business has only a 20 per cent chance of success.

"That reassures me that our team is doing something right."

The lure of a good loaf clearly has the power to transcend cultural boundaries, with over 50 bakeries now operating in Canada and the US.

"For us, our network's continued success will be driven by doing what we do well," Ms Gillespie says.

