



Gregg Hardie hasn't looked back since making a career change from a flying instructor to owning his own bakery.

Flying high in his own successful business

A flying instructor and a bakery owner may seem worlds apart but for Gregg Hardie, franchisee at Bakers Delight, this career transition made perfect sense.

Gregg had always had an interest in flying so he took to the skies and received his commercial pilot's licence as soon as he completed high school.

"I loved flying; studying to receive my commercial pilot's licence and becoming a flying instructor was fulfilling a childhood dream," said Gregg.

"However, I knew it wasn't going

to be my long-term future."

So when Gregg's mother came home with a local newspaper advertising the opportunity to pursue studies to work towards becoming a Bakers Delight franchisee, Gregg was inspired to take this up as his next challenge.

"We'd always been Bakers Delight customers so I was familiar with the brand, the bread and the bakery environment. I embraced the training with the intent to one day own my own Bakers Delight business.

"Training was extensive and

included finance, baking skills, customer service management, marketing, people management and of course small business operations. Without the solid training behind me, I would not be where I am today," he said.

Gregg achieved his dream of purchasing his own bakery.

"There was no way I could have started my own business at the age of 24 without Bakers Delight. I had some experience but I think what got me ahead was a lot of heart and determination to succeed.

"I embraced the franchising concept and accepted all the support available to me from head office," he said.

"They helped me with the paperwork, training staff through organised training sessions, facilitating networking with other franchisees as well as general motivation and encouragement.

"I wanted to succeed and they wanted me to succeed, so it was a win-win situation . . . that's the beauty of franchising."

Bakers Delight also provided Gregg

with the opportunity to meet life-long friends and his wife, Aime.

"We met through another Bakers Delight franchisee who is a great source of knowledge and mentorship, not to mention his great match-making skills!"

For Gregg, the satisfaction of being a business owner — besides the obvious lifestyle benefits — is knowing that he is able to reap the rewards from the dedication and effort he puts into his own business.

Today, he has a young family and owns three Bakers Delight bakeries.



Bakers Delight stands up in tough times

While much of the retail sector is feeling the pinch of the global financial crisis and in cut-back mode, Bakers Delight is trending positively against the economic downturn.

The demand for fresh baked bread continues with a stronger trend towards eating at home or taking lunch to work as purse strings tighten.

"Our business is in growth, despite economic pressures. We provide households with a staple product offering and are seeing more people go back to basics rather than splurging on big ticket items," said Roger Gillespie, co-founder and CEO of Bakers Delight.

"The market for fresh bread continues to grow in-line with the trend towards healthy eating at home; Bakers Delight currently holds a 14 per cent share of the Australian bread market (Roy Morgan Single Source data June 09)," he said.

The fresh bread market in Australia is currently worth over AUD \$2.75 billion.

The success of the network can also be largely attributed to the emphasis on Bakers Delight's franchise training, proven systems and ongoing operational support.

"Bakers Delight provides opportunities for anyone looking to operate a business in a thriving retail environment, able to withstand the toughest economic times," he said.

The right ingredients

Manage to Own recruits undergo training to provide them with all of the right ingredients to successfully run and own their business.

This five-month paid training program covers the learning outcomes required to operate a bakery business in a streamlined and cost effective manner.

Successful completion leads to a formal qualification: Certificate IV — Small Business Franchising (Bakers Delight).

Dedication and commitment to training is essential to ensure successful business management as well as quality and consistency of product and service.

Franchisee training includes:

- Small business operations.
- Small business finance.
- Franchise systems.
- Baking skills and production management.
- Product knowledge and food safety.
- Bakery team training and customer service.
- Marketing and promotions.
- Purchasing and inventory control.
- Effective people management practices and workplace relations.

The Bakers Delight Franchise Training Program is conducted in a bakery environment at designated bakery locations.

Unique business opportunity

Bakers Delight will give 50 entrepreneurs an opportunity to operate their own business in just 12 months.

The financial crisis has made owning your own business the new Australian dream for young people who now — more than ever — want to be in control of their own destiny.

But a lack of start-up capital, the unavailability of finance and limited experience are putting this dream well out of reach for most young Australians who have the aspiration but not the means to turn it into a reality.

Australia's most successful retail bakery franchise, Bakers Delight is giving 50 young hopefuls the opportunity to take control of their destiny and operate their own bakery within 12 months, through an innovative new recruitment program called 'Manage to own'.

During September 2009, Bakers Delight will kick off its recruitment campaign to recruit a select group of highly motivated individuals to complete the program.

The company is looking for people who have the competency and desire to own their own bakery, but lack the startup capital required. No former

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— Lesley Gillespie, CEO

bakery experience is required.

Co-founder and Chief Executive Officer of Bakers Delight, Lesley Gillespie, said: "We are very pleased to be able to offer 50 people such an exciting foot-up in their careers and the chance to get ahead in business that they probably never thought or dreamed was possible.

"Energy and enthusiasm counts for a lot and young people play a fundamental role in our business' success. The 'Manage to own' program will help ensure we continue to have the very best franchisees in the Bakers

Delight network."

The successful 'Manage to own' applicants will each receive five months of paid on-the-job training, followed by six months' experience managing a retail bakery.

Bakers Delight will then help them take the next step to purchasing a bakery through a combination of financial assistance — possibly including working capital, vendor finance and bonus schemes — as well as ongoing advice, training and operational support.

The selection criteria is broad, however those with a background in retail, hospitality or management may be especially suited to the program.

"More than anything we're looking for people with the right attitude, drive and self belief to carve out a successful and profitable career with Bakers Delight," Lesley explained.

Bakers Delight boasts a franchise success rate of over 90 per cent. So successful is its franchise model that 40 per cent of its bakeries are owned by franchisees with more than one site.

The company posted global revenues of \$581m in FY09 and is expected to increase this to \$608m this financial year, as it performs strongly through

the downturn.

The 'Manage to own' program will play an important role in Bakers Delight's growth strategy and financial success through the injection of fresh new talent into the business.

For more information or to apply for the 'Manage to own' program visit www.bakersdelight.com.au.

ABOUT BAKERS DELIGHT

Bakers Delight, Australia's most successful bakery franchise business, was established in 1980 as a single bakery on Glenferrie Road in the Melbourne suburb of Hawthorn.

An Australian owned company, Bakers Delight boasts more than 650 bakeries across Australia/New Zealand and over 700 worldwide, employing more than 15,000 people, serving 2.5 million regular customers per week throughout Australia, New Zealand, and Canada.

Bakers Delight has been a major corporate partner of the Breast Cancer Network Australia for nine years, raising almost 3.7 million within this time.

Through its bakery network, the company donates approximately \$143 million in bread to charities each year.