

The Dining and Co Franchise

Why TDC?

We are proud to be leaders in the coffee industry, and with our franchise opportunity, you can now be a part of our growing success. Our TDC is a themed indoor/outdoor cafe that serves the absolute best coffee with our affordable high quality food and top-tier service. We are known for our trendy twist in the coffee industry as well as our family-friendly environment which makes for a wonderful place to relax and unwind with a cup of joe.

Locations

We are looking for groups and individuals that have a passion for our brand and products to grow the brand with multiple coffee franchise outlets in all regions of Australia.

Please register your interest, and one of our coffee franchise team will be in touch with further information.

Become Your Own Boss

By joining the TDC franchise family you can benefit from being your own boss, alongside the expertise and reputation of an established cafe business.

Owning a TDC cafe business allows you to experience the freedom of running your own business, whilst taking advantage of a valued brand name. Training and marketing resources, allow you to focus on providing the best experience for your customers. We will offer you ongoing support in everything from marketing to operations.

What TDC do for you?

STEP 1

Cafe Concept Evaluation & Development

We use our signature concept development exercise to help your cafe business concept reach its full potential without leaving any “low hanging fruit” on the table. This also helps ensure your coffee shop’s concept is strategically sound, unique and meaningful, in tune

with the most current industry thinking and market trends, and best serves consumer needs.

Brand Development

Following our concept development exercise, our in-house brand strategist and design team can design your logo so your visual messaging is strategically on point, relevant, and authoritative. We will design with not only your logo in mind, but also your sign(s), website, social sites, and point of purchase materials.

Site Evaluation

An important factor to a coffee business's success is making sure it is in a location that serves it best. Don't trust a gut feeling when it comes to selecting the right location for your business! This is how many coffee shops go out of business. When we provide a site evaluation we take into consideration your business concept, space requirements, neighborhood, surrounding businesses, visibility, ease of access, building shape, and a number of other critical factors. Once we have walked the properties you are considering we provide an opinion on each so you can make a more informed decision.

Food & Beverage Menu Development

Once the concept has been nailed down and the location has been selected we will begin collaborating with you to develop a menu. With your target audience in mind, we'll help you craft a menu that promotes profitability through simplicity, quality, and efficiency.

Coffee Bar & Kitchen Design and Workflow

Now we've got a concept, a location, and a menu nailed down. At this point we draft a coffee shop bar & kitchen design and recommended equipment list based on concept, menu, customer experience and workflow. We use our specialized expertise to maximize customer experience while maintaining streamlined ergonomic workflow, and labor efficiency. While many architects boast experience designing coffee houses and cafes, the vast majority have never worked in a coffee shop to know how many steps it takes to do a barista's job, or where to place equipment to maximize on labor efficiency and minimize collisions and wasted transaction time.

Suppliers Recommendation & Negotiation

Our consulting team will make a thoughtful recommendation and price negotiation regarding which supplier company to do business with, as well as what brands in particular are the best fit for the target audience and concept.

STEP 2

STAFF TRAINING

A cafe business is only as good as its team, and The Dining and co Team exists to consult, train, and develop your staff to the absolute highest standards. Eliminate the anxiety in trying to train your own staff prior to opening. Utilize our team of training professionals to get your coffee shop's team up to speed and firing on all cylinders. We get your team focused and functioning as a cohesive unit focused on service, quality, efficiency, and up-sales.

Soft Launch and Opening

Our consulting team will help organize and host a soft launch event for your coffee shop business for purpose of building buzz, leak testing your process, and giving the staff an opportunity to practice in a fast paced yet controlled environment. Afterward we stick with you to help fine-tune, reinforce training, and to tie up loose ends prior to opening. We'll even assist you through opening day to be sure things go off without a hitch

Employee Operations Manual

This is a valuable tool to help ensure from day one that your employees are all on the exact same page, they know what is expected of them, and they know how the cafe operates on a day-to-day basis. We will develop a customized operations manual that outlines your program philosophy, culture, expectations, customer service standards, daily responsibilities, efficiency procedures, and menu execution.

STEP 3

Ongoing consulting and support

The only way to ensure long-term success of your cafe business is to continually fine-tune your process, and your people. Once your doors are open, we provide an ongoing support system with checkups, milestones, and ongoing staff training to aid you in this critical aspect of owning and operating your specialty coffee business.

Personal Growth

Our consulting team is genuinely invested in your success as a whole. There's a reason you started this journey in the first place. As you walk this path there will be days when anyone would question their sanity. We're here for you. We will constantly be assessing

not only your business, but ways we can help you be your best. We will provide you thoughtful and truthful guidance with support and encouragement along your journey. We keep it human. We don't think of ourselves as coffee business consultants. We're mentors who truly want to help you grow as an entrepreneur.

Marketing Consulting

We take a hands-on approach to help you learn how to effectively promote and market your cafe. We'll help you become proficient at utilizing social medias, free publicity, events, online resources, and other marketing avenues to generate maximum buzz around your brand.

Cafe Culture Building

A cemented café culture doesn't happen overnight. We will work with you over the duration of our partnership to continue building your brand and establishing your business as a coffee culture leader in your region.

Frequently Asked Questions

“Could I learn to operate a TDC Cafe?”

Previous experience in the food industry is not necessary as long as you understand and follow our high standard guideline.

“Where do I purchase my supplies?”

TDC has established relationships with suppliers who will deliver to your store. Prices are negotiated on group buying power.

“Can I sell my franchise?”

Yes. Should you wish to sell your TDC franchise, we will be able to advise and assist with this process.

“Is there a standardised procedure that I am required to follow?”

Yes, however, the procedures are simple. TDC systems for matters such as reporting, insurance, accounting practices, purchasing, hiring and training new staff, cost control, advertising, merchandising and other essential functions contribute to the efficient operation of your cafe.