

Petrina Paull

Big Dad's Pies Hendra

We purchased a Big Dad's Pies Franchise in 2006 at the peak of boom. Since then, we have seen the world economy stumble and business falter around Australia, however thanks to the strong business model, great product and flexible support of the Big Dad's Franchise we continue to run a great business.

One of the greatest strengths of the Big Dad's Franchise is how the business is structured. Only one person is necessary in the shop at any time to offer great service while still being able to provide a fantastic product. The same cannot be said of many snack bars or other retail food outlets which need 2-3 staff on hand to offer the same return. This helps keep costs low and returns stable.

The product itself is also well regarded by customers – and continues to be improved. Importantly, the product is consistent – customers don't have a "good experience" then a "bad experience" with Big Dad's – the pies always meet expectations – and this is important as customers remain confident in the Big Dad's franchise and loyal to our shop.

While pies are of course the centre of our business, beverages and other pastry products also form a great cross-selling opportunity to increase profits. Being part of the Retail Food Group offers fantastic buying power with providers such as Coca-Cola which further enhances returns.

I would highly recommend a Big Dad's Pies franchise to any prospective buyers and personally testify to the fantastic opportunity it presents to anyone interested in running their own business and being their own boss!

