

Would you like to become a point chaud franchisee?



Are you looking for a new professional challenge? Do you want to be independent? Do you want to invest and get involved in an exciting project? Do you enjoy working in a team? Are you looking for practical work?

There is no typical profile when it comes to becoming a point chaud franchisee! We are looking for people who are motivated and passionate about our profession. We believe that the diversity of the different people working with us contributes to the richness of our network!

Discover our French fast-food concept

Choice is our speciality

Specialising in bread, pastries, viennoiseries and sandwiches, we offer a wide range of varied products. Master the implementation processes of our products!

Quality, crispness and freshness

In order to ensure the quality, crispness and freshness of our products, we guarantee the "hot effect" by continuously baking throughout the day. Train with us to master the art of crispness and softness!

Craftsmanship at the heart of our products

Our teams make all our bread, pastry and brioche products in a traditional way in our production workshops in Liège. Stand out from the crowd and offer your customers fresh, quality artisanal products!

A welcoming and comfortable space for your customers

We design bright and spacious establishments to make your customers feel at home. Because we believe that friendliness and comfort contribute to every customer having an enjoyable time with us.

Does our story and our concept speak to you?

Can't get enough of the smell of our delicious croissants, the taste of our gourmet sandwiches and just love our pastries? **Then let's talk about it over a coffee!** Scan the opposite QR code and fill in the form. We'll get back to you as soon as possible.



Don't wait any longer - we need you!
The point chaud team



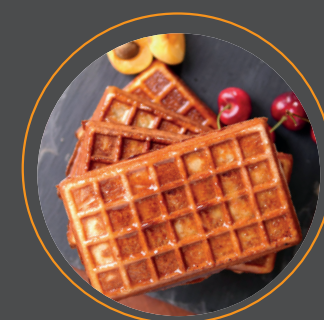
point chaud

infofranchise@pointchaud.be • www.pointchaud.be



point chaud

Would you like to become a point chaud franchisee?

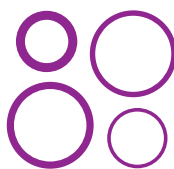


The point chaud franchise

What is franchising ?

"Franchising is a method of collaboration between two independent partners, whereby the first – the franchisor – makes available to the other - the franchisee - the right, under specified conditions, to operate a business model or production system that it has developed and that has proved its worth."

<https://franchisingbelgium.be/quest-ce-que-la-franchise/?lang=fr>



Point chaud, a franchising expert

With more than 55 establishments, currently including about 15 franchisees, point chaud has gained real expertise in franchising. In addition, we have already been recognised twice by the Belgian Franchise Federation, one of our franchisees has already won the title of "Franchisee of the Year", and our brand has already been recognised as being "Franchisor of the Year".

Point chaud is also a member of the Belgian Franchise Federation, alongside other major brands. Our CEO, Didier Deprey, was also its President from 2003 to 2018. He is currently the President of the European Franchise Federation.



The point chaud franchise agreement

The point chaud agreement involves a partnership between the franchisor and the franchisee. This collaboration creates rights and obligations for both parties.

On one hand, the franchisor agrees to train the franchisee, to integrate them into a homogeneous network and provide them with the necessary support for continuous improvement. On the other hand, the franchisee agrees to pay royalties and to respect and faithfully reproduce the concept of the brand. This means the franchisee becomes an ambassador of the brand image.



The integration process at point chaud

Selection process

After several interviews with our management and if both parties want to continue with the selection process, the applicant is sent on a five-day discovery internship in the field.

Following this experience, the applicant and the point chaud management make a decision about the proposed collaboration. If they are in agreement, the applicant can begin the training programme.

Transfer of skills, knowledge and expertise

A training period of at least six months is given to all new entrants, which includes a theoretical section and a practical section in a professional environment. Practical training focuses on learning how to manage and run the point of sale, technical knowledge of the products, and commercial practices. This training is carried out under contract, and is therefore paid. Theoretical training includes modules on welcome and customer service, stock management, team management, accounting, commercial management, business management, operational marketing and merchandising, etc.

After this, the franchisee has the opportunity to attend ongoing technical and theoretical training sessions. They are also actively involved in the life of the network.

Location

The choice of the location of the point of sale is essential when opening a commercial establishment.

At point chaud, the franchise applicant is supported throughout the process, especially during the key stage of finding a commercial location. It is our business developer, who is responsible for studying the market, who will take care of finding the ideal location for our candidate.

However, the candidate may also suggest a location to our business developer for consideration.



Financial conditions

Our brand offers franchise applicants two different options: lease management or full franchise.

The franchisee, who is independent, owns their business and bears the investment costs. The lessee manager, who is also independent, rents

the business from the franchisor and has the opportunity to purchase it afterwards.

The independent operator is a franchisee or lessee manager, depending on their initial financial capacity.

	Franchisee	Lessee Manager
Type of contract	Franchise agreement	Management lease + franchise agreement
Duration of the contract	Fixed term of 9 years, renewable in 3-year periods by tacit renewal	Period needs to be determined on a case-by-case basis - Once the funds have been collected, with the aim of buying back the business
Capital contribution	+/- 20% of the investment	See Other fees
Other fees	<ul style="list-style-type: none">Entrance fees: €35,000Royalties: 4% of turnover excluding VAT (sliding scale)Monthly advertising contribution: 0.6% of monthly turnover (min. €200, max. €265)Monthly fee of €40 to keep the brandLoyalty programme by identity card: €133/month	<ul style="list-style-type: none">The same royalties as the franchiseeMonthly fee for the operation of the business and the provision of premises by the franchisor
Total investment	The business investment is fully-borne by the franchisee, via their capital contribution and a bank loan. Total investment: €350,000 - €450,000 Support for the franchisee to obtain the bank loan.	The investment is borne by the franchisor. When the lessee manager buys back the business, the business is revalued.