



Welcome

Background

Visuals

Become a
Licencee

Fantastic Business now on Sale!

The
Shot
ON TAP

pipinG Hot



- Coffees
- Hot Chocolates
- Frappés
- Smoothies
- Milk Shakes
- and much ^{much} more!

Call Alan now...
021 244 2230 or email sales@thecoffeeshot.co.nz



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Visuals

Become a Licensee

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great lifestyle,
stress free
super money
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opportunity!

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- Hot Chocolates
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Ice Cold



The Shot Mobile Kart offers, fantastic coffees, hot chocolates and an extensive range of hand crafted cold beverages.

Ice cold and hot beverages are always popular at special events, sports fields, school fairs, and a lot of sales come from the beach or river picnic spots.

We have designed **The Shot Mobile Kart** for a quick simple set set up and close down. *It's rapid!*

The size of the **The Shot Mobile Kart** means that it can be easily stored to keep it in premium condition. It will look impressive for years to come.

The Shot Mobile Kart is totally self-sufficient; you carry your power plant with you. You do not need a lot of space for this operation.

Towing, parking and setting up is a breeze, it's an ideal business for anyone to operate. **The Shot Mobile Kart** contains everything inside, leaving you plenty of space in the car to take the kids along to help you as well.

No need to hunt around for suppliers, we look after all consumables at a price that guarantees a sound profit while not compromising quality.

Comprehensive training ensures a great head start, ongoing support and part of a happy network of licensees.

The Shot Mobile Karts popular selection of chilled and hot beverages will provide you with a very enjoyable and profitable business.

Yours sincerely,
Team Leader

Alan Pauley
The Shot Mobile Kart

*New Zealand's
Latest Mobile
Craze!*

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BACKGROUND

We would like to share with you a little bit of the background of The Shot Mobile Kart; It is part of the successful Shot Mobile Coffee Cars business that originated here in Dunedin in 2006.

The Shot Mobile Cars are well established in New Zealand and growing.

Given our vast experience with mobile concepts we decided to introduce another dimension into the business model. Just as we have added value to the Shot Mobile cars, we will continue to add in other concepts into The Shot Mobile Kart.

The mobile market is expanding and it's a great time to get on board and be part of this fantastic Industry.

A big plus is, as a mobile vendor, you follow the market you don't have to be stuck in the same spot waiting for customers to come to you.

It's a fun business and can be successfully 'dovetailed' in with your other commitments. You, as the owner, control just how busy you are.

*Welcome to The Shot Mobile Karts.
We are going places and want you on our Team.*

Want to find out ^{much much} more?

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LICENCING OPPORTUNITIES cont.

The Shot Mobile Kart business model is built around special occasions and events (School Fairs, Galas, Farmer's Markets, and Work Picnics to name a few). Excellent sales will be achieved from visiting sports fields, picnic hot spots, beaches, playgrounds, parades, fun runs and car events etc.

Children's birthdays are a great opportunity for sales. Normally you attend for a flat fee on an agreed number of drinks served then receive payment for any additional.

There will be a lot of repeat business from the parents attending the birthday party who will want you to set up at their son's or daughter's home party.

The opportunities are unlimited. You can be as busy as you want to be or feel no pressure about taking time off and not have to worry about any hefty rents or repayments.

The Kart is registered as a light trailer unit. The same applies to insurance - very affordable. We have positioned the price of The Shot Mobile Kart at what we believe is a very attractive business model.

A fun business, fantastic licensor support and you make a very good income while meeting a lot of happy customers and their families.

Its Win Win all the way around!



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TRAINING

The School of Gravity. Training centre where the basics of fine Espresso crafting will be demonstrated.

Induction:

The Shot NZ, Customer Support Centre.

No less than two days that will include;

1. House keeping.
2. Health and safety - Safe work habits.
3. Marketing of the business, how to go about it (Cold calling) - Networking opportunities.
4. Where the business comes from and what to look out for? (Eyes and ears always open).
5. Understanding the business profit centres cost.
6. Adding value to the sale.
7. Ordering procedure.
8. Basic administration .
9. Espresso machine maintenance.

Training continues

The Dunedin based Shot licensees will provide training in espresso and cold beverage crafting including:

Espresso:

1. *The grind (Managing it during trading).*
2. *Tampering.*
3. *Extraction.*
4. *Stretching the milk.*
5. *Pouring perfection.*
6. *Service with pride and a big smile!!*
(Confidence in the product and your skill level).
7. *Recipes.*

Ice beverage (smoothies, frappes):

1. *Recipes.*
2. *Measurements.*
3. *Blending.*
4. *Garnishing.*

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CONSUMABLES

Quality products, Continuous supply, Valued pricing guaranteed

Blend Profiles:

The Shot coffee – A well balanced blend with a thick full body mouth feel that leaves a big impression at the back of the mouth.

Burtons Hot Chocolate – A rich, creamy, premium hot chocolate especially designed for the discerning Café hot chocolate drinker. The resulting taste profile is not over sweet with rich, dark cocoa notes balanced by a smooth creaminess. Delicious!

Milk and other Products – The Shot Mobile Karts use Medow Fresh milk to craft fine espresso and yummy hot chocolates. Quality milk means a consistent end product. Medow Fresh never fails to deliver.

Syrups – The syrups we use are Routin Coffee Syrups. These were established in 1883 and are derived from water from the French Alps distilled with fruits, flowers and local mountain plants.

- 100% natural, no artificial flavours or preservatives.
- 3 year shelf life.
- Fat and cholesterol free.
- Higher concentration delivers greater flavour profile. and value for money.

Zero Degrees – Fruit pulp and smoothie mixes.

Smooth ice crystals infused with natural, fresh espresso coffee, pure Dutch cocoa, fresh fruits or fruit pulps – with a hint of creamy vanilla.

All Zero Degrees products are –

- GLUTEN FREE.
- New Zealand Made and Owned.

Branded coffee cups and lids –

- Huhtamaki is NZ largest cardboard takeout cup manufacturer and distribute to the Shot Karts.
- Popular sizes 08oz /285 ml and 12oz /400 ml size.
- One size lid fits all cup variants.
- Packed in sealed sleeves that are easily to store.



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THE PACKAGE



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THE PACKAGE cont.



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MARKETING



Coffee cards:

Excellent for building repeat business (Loyalty program) and marketing the services on offer to new prospects.



Pre-paid coffee cards:

Great for cash flow (The customer prepays in advance) and also builds customer loyalty.



Cups:

The silent salesman - always at work. These are available in two popular sizes 12 and 8oz. One lid fits all.



Frappe Cups:

Zero Degrees - Fruit pulp and smoothies mixes. An iconic NZ product.



Branded Flag:

Easy to assemble pole and stand that packs down to a very manageable size. The flag is a great accessory to include at your events site. Positioned up close to the kart or with the addition of a couple of tent pegs, installed a little distance from the kart. It creates added awareness for the business.



Flyers:

We will personalize these for you. They are great for prospecting for new customers, events or special occasions that you want to attend.



Coffee:

Also available in 250gms bags that you can sell from your kart.

Uniform

Clearly identifies you as a professional while on your customer's premises, events and special occasions.



Sandwich board:

Dual purpose, marketing the products on offer and also a 'silent salesman' at events for future bookings.



Website:

Instant contact with your market. The Shot Karts Customer Support Office is also a backup for all enquiries generated from the website.

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