

FAQ's

```
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src=" + gaJsHost + "google-analytics.com/ga.js'
type='text/javascript'%3E%3C/script%3E"));
```

```
try{
var pageTracker = _gat._getTracker("UA-xxxxxx-x");
pageTracker._trackPageview();
} catch(err) {}
```

Frequently Asked Questions...

Is this a multi-level marketing scheme? No, COFFEE NEWS is not a multi-level marketing scheme. We firmly believe the person who does the work deserves the lion's share of the profits. With multi-level marketing, only the early participants make any real money and the rest struggle to lose the time and money they have already invested.

How much experience is necessary to do COFFEE NEWS? Most franchisees had no previous experience before starting their first publication of COFFEE NEWS. The COFFEE NEWS Procedure Manual provides an excellent step-by-step approach to all areas of the business and other licensees are happy to share their experiences. Coffee News AUSTRALIA Head Office is also available to answer any queries that you may have.

The main prerequisites are a strong desire to be independent and some sales ability so that you can explain to advertisers the advantages of advertising in COFFEE NEWS.

How long does it take before I can be up & running? Usually within 1-2 months from the time you first enquire. Once you have researched this opportunity and been approved by Coffee News Head Office, training will follow. You are then ready to proceed with your publishing business. The COFFEE NEWS Procedure Manual outlines a comprehensive 20-Day Plan that will guide you day by day to set up your outlets, prospect your advertisers, design your advertisements and finally run out your first edition of COFFEE NEWS—all within 20 days.

Can other franchises be sold in my area? You will be guaranteed an exclusive area where no other COFFEE NEWS edition can be established.

Who determines the price of the advertisements? Coffee News AUSTRALIA Head Office will provide you with guidance based on the population served and the number of places that have COFFEE NEWS available in the area. However, the final price decisions are yours.

How do you determine the areas to be sold? From past experience we have a formula to work out the franchise areas based on population, the number of small to medium-sized businesses and the number of suitable outlets to make COFFEE NEWS available to readers.

How many franchises can one franchisee own?The number of franchises one franchisee can own is unlimited but each franchised area must be developed within a reasonable timeframe following application and qualification.

Can I sell my franchise?All franchises, whether operational or not, may be sold subject to approval by Coffee News AUSTRALIA Head Office. New potential franchisees must sign a new agreement and agree to abide by the terms and conditions of the Coffee News Franchise Agreement.

Obviously more questions will arise as you pursue this opportunity. We want you to understand COFFEE NEWS fully before you make your final decision, so please ask as many questions as you wish.

We recognise that the most important goal is for you to be successful
and we pledge our support in this regard.

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