



## Kenton to open 50<sup>th</sup> Store

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### RETAIL FRANCHISE

#### Zarraffa's Coffee

**CEO: Kenton Campbell**

**Established: 1996**

**Turnover'09: \$30.5 Million**

**Growth: 24 Percent**

**Staff: 16 (Head Office)**

ZARRAFFAS will hit its target of opening 50 stores by the end of 2010, each averaging annual turnover of \$774,000. Company founder and CEO Kenton Campbell is something of an enigma. Fiercely competitive, yet a proponent of corporate social responsibility, the 39-year-old is an entrepreneur resolute to become the No.1 coffee franchisor in Australia, while saving habitat and koalas along the way.

The inaugural *Gold Coast Business News* Young Entrepreneur of the Year, will pen an autobiography this year titled *Stick Your Neck Out* - something you can't do when you fight in the martial art Machado, a Brazilian jujitsu of which he was crowned second in Australia last year.

"One thing I don't do is quit and I don't quit thinking about it. If I'm passionate about something, I will at least go for it. I don't mind getting second because by not losing I haven't learned," he says.

There are also plans for another two drive through outlets on the Gold Coast to add to its Worongary and Toowoomba facilities. The Worongary store has become the No.1 outlet in the country and serves up to 400 cars each day.

"Consumers are not stupid, they are very savvy and we *realise* that a lot of Australians appreciate good coffee," says Mr Campbell.

Zarraffa's will execute an aggressive expansion drive into Brisbane and north Queensland, following the runaway success of its Rockhampton store.

For the man behind the show, juggling acts of philanthropy is all in a day's work. His pledge with wildlife campaigner Bob Irwin to save Australia's endangered species is making plenty of noise in political circles.

As for the business, Mr Campbell recognizes that his success is testament to the quality of his franchisees, those at the front counter of the business who duplicate the model with pride.



"The franchisees have allowed me to fulfill my legacy, I would not be where I am without them," he says.

## **Coolangatta gold for new franchisees**

LOVE the brand and it will love you back. Well, so they say in franchising circles and the latest Zarraffa's franchisees at Coolangatta have no reason to believe any different. It was penchant for Zarraffa's Coffee that was the catalyst for David and Colleen Mifsud to establish their own franchise on the NSW and Queensland border.

The couple, who have two children in their late teens, have a combined background in electrical contracting and sales and accounting. The store also represents a long-term goal of the couple to work in business together, and when it came to finding the perfect opportunity Mr Mifsud looked no further than his successful specialty coffee client.

"Having provided electrical services to Zarraffa's Coffee head office for a number of years I had a fair idea about what they stood for and where they were headed and it all looked pretty exciting," he says.

"We waited for the right opportunity and location to come along and were thrilled to be able to open one of the company's most southern stores. We consider the southern end of the Gold Coast to be the most amazing part of this region, often jokingly likening it to 'God's country', and felt locals deserved to have their own Zarraffa's Coffee."

As well as being an owner-operated business, the couple's daughter Maddisen, will work alongside her parents making it very much a family venture.

"It's a nice way to keep the family together and with our son Axsel training as an apprentice shop fitter, we know he'll be regularly dropping by for a coffee fix," says Mr Mifsud.

While specialty coffee is a new industry for the Mifsuds, they're confident that their skill base as previous small business owners will make a difference in how they tackle the opening and ongoing success of their new enterprise.

"Relying on our varied experience and the fact that we waited for the right opportunity and company to open a franchise with gives us a strong foundation for business success," he says.

The Mifsuds were also keen to align themselves with a franchise group that displayed similar values.

"We understand the importance of delivering on what a customer wants and Zarraffa's are very clear that this is a major business focus for them," says Mr Mifsud.

"Translating this to our local community, we mean to ensure that the southern end of the coast gets to enjoy great quality coffee with some authentic customer service and of course, an individually perfect cup of coffee - every time."