

Quality is the Best Business Plan

SYMPOSIUM CAFE'S SUCCESS STRATEGY IS SIMPLE: "TRUST THE VALUE OF THE BRAND"

The dream of being your own boss is typically the starting point for individuals considering a franchise operation. However, to make the dream a reality requires more, it requires a franchise concept that is proven, supportive and responsive to change. Symposium Cafe Restaurant & Lounge has over 20 years of longevity in the industry and is a dominant presence in all its restaurant communities. With 26 locations across Ontario, the Symposium success strategy is simple: Quality is a founding principal in decisions concerning the Symposium brand.

SUCCESS IS A DECISION

Every successful business requires a specific goal-oriented plan, and the restaurant industry is no exception. In fact, one could say it is necessary to have a focused, detailed outline as the primary resources of the industry include an extensive variety of people and personalities. In speaking with brothers Bill and Terry Argo, founders of the Symposium chain, it is obvious that the Symposium Business Plan is based not only on experience, but also on a strong, proven franchise formula. With the cornerstones of quality, value and guest-focused experience, the Symposium Franchise system is one that is constantly evolving to better serve its franchisees and present the optimum opportunities for success.

BELIEVE IN THE BRAND

The recipe for success is laid out quite clearly and effectively in the systems and operations manuals. As Bill points out, "You don't even need restaurant experience to succeed," and that the most successful



franchisees use the same strategies of committing to and trusting the value of the Symposium brand, as well as following the franchise systems. Case in point: Zaki Agha of Symposium Ajax, with no prior hospitality experience, opened Symposium Ajax in 2013, and with the early support of the Head Office staff and adherence to the detailed systems, sees Symposium Ajax now regularly cited as a top dining destination on Ajax review sites.

STRONG FRANCHISE AND SUPPORT SYSTEMS

Dedicated support staff is only one facet of the franchisee support system. Symposium also provides hands-on training, follow-up support, and ongoing review of successful strategies implementations. Part of the ongoing quality planning is the utilization of a senior Advisory Board. Made up of a group of highly experienced Marketing, HR, Sales and Finance associates, this group has been instrumental in helping to create an exciting and concise growth plan for Symposium.

A WINNING FORMULA

The recent growth plan for Symposium also included the goal of winning the Grand Prize at the CFA show. Working with the "best group of franchisees in 13 years", the franchise was awarded the prize in April 2017 at the annual awards gala. While there is no magic formula to success, Symposium has created the best business plan that works for their franchise concept: A quality product and a quality plan delivered by quality people has proven to be the success formula for Symposium Cafe Restaurant & Lounge.

