

Retail & QSR Launch Platform

Site Sourcing | Lease Negotiation
Fitout Support | Franchise Setup



Launch Key Retail & QSR Growth Advisory

Launch Key is a premier platform-based advisory and project delivery company supporting Retail and Quick Service Restaurant (QSR) businesses across Australia.

We specialise in end-to-end growth advisory and project execution, helping brands, operators, and franchise groups bring new locations and expansion strategies to life. From site sourcing and lease negotiation to fitout coordination, operational setup, and franchise development, we provide the expertise, industry networks, and hands-on support required to turn concepts into successful, scalable businesses.

By combining market insight, landlord engagement, commercial negotiation expertise, and project delivery capability, Launch Key helps clients navigate every stage of growth with confidence, efficiency, and clarity.



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The Market Pain Points We Solve

We understand the challenges businesses face when expanding:

- ▶ **New Store Operators & Business Owners:** Many operators face uncertainty when dealing with commercial leases, including unclear lease terms, hidden costs, landlord requirements, fitout obligations, make-good clauses, and long-term rental commitments. Without the right guidance, these decisions can create unnecessary risk before the business even opens.
- ▶ **Fit-out & Delivery:** Projects often face challenges in finding the right builder, understanding builder quotes clearly, managing project timelines effectively, and avoiding delays or budget overruns.
- ▶ **Franchising & Expansion:** Many small businesses have the potential to grow but lack the structure, systems, and experience required to build a scalable franchise model. We provide strategic consulting to help establish complete franchise systems and support sustainable expansion.

Our Four Core Platform Pillars

We provide a one-stop solution for investors, franchisees, and growing brands through our four foundational pillars:

1 Site & Lease Platform

We manage the critical early stages of your physical presence. This includes comprehensive trade area evaluations, establishing rent benchmarks, providing robust support for HOA (Heads of Agreement) negotiations, and coordinating with lawyers for thorough lease reviews to ensure compliance.

2 Project Delivery Platform

We oversee the entire build process to ensure timely and on-budget delivery. Our services cover design coordination, managing approval processes, conducting builder price comparisons, controlling timelines and costs, and managing milestone handovers along with opening checklists.

3 Franchise & Investment Platform

We connect investors with the right opportunities. We facilitate introductions to established partner brands and provide comprehensive, end-to-end support ranging from brand selection to the grand opening.

4 Brand Growth Platform

We help emerging brands scale effectively. We assist in designing franchise or licensing models, developing SOP (Standard Operating Procedure) training systems, advising on store standardization and supply chains, and formulating strategic expansion plans.



The Customer Journey

We guide our clients through a clearly defined, step-by-step journey with standardized deliverables and milestone management at every stage:



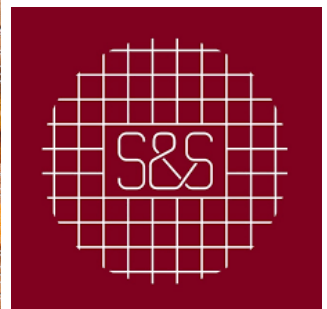


Our Competitive Moat

- ◀ **Resource Advantage:** We leverage an extensive, authentic network of landlords and shopping centers, backed by real-world project delivery experience.
- ◀ **Execution Excellence:** Our proven end-to-end delivery systems significantly reduce trial-and-error risks and time costs.
- ◀ **Chain-Store Expertise:** We possess hands-on, practical experience in scaling brands from zero to multiple locations, ensuring our methods are replicable and scalable.
- ◀ **Total Transparency:** We maintain absolute clarity regarding budgets, quotes, timelines, project milestones, and potential risks, ensuring the entire process is fully trackable.

Our Partner Brands

We are proud to collaborate with and continually expand our network of growing brands



Engagement Model

We offer flexible partnership structures tailored to your specific needs:

Discovery & Strategy Fee: Initial assessment covering positioning and feasibility.

Site & Lease Fee: Fixed fees for site selection and rent negotiation, potentially including a success fee.

Project Management Fee: Charged based on achieved project milestones.

Franchise / Brand Growth Package: Comprehensive packages for franchise delivery and brand expansion, including potential revenue sharing.

Retainer: Monthly advisory support for long-term partners.

Contact

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