

Concerto set to launch New Zealand master

IT CONSULTANCY Concerto Networks is celebrating the launch of its master franchisee in New Zealand, Justin Worsley, after conducting initial training at its head office in San Diego, USA at the end of 2004. The launch marks the first international launch for the company, which specialises in providing business technology solutions to small and medium sized businesses.

Founded in 2002 by CEO Raymond Hivoral, Concerto Networks has set itself aggressive goals for international franchise development with target markets identified as Australia, Canada, South America and Europe.


"There is a growing trend of experienced professionals exploring becoming independent technology consultants rather than continuing to work as employees in corporate technology departments," reflected Hivoral. "Concerto Networks provides the ideal solution for all: a nationwide IT professional franchise which provides consistent, high-quality business technology solutions while at the same time providing lucrative investment opportunities for ambitious professionals ready to run their own businesses. Any countries that are already equipped with strong infrastructures to support cellular communications and third Generation technologies are potential markets for franchise development."

Worsley is set to launch the franchise concept in 2005, with a view to reaching nationwide status before expanding into



Pic: (L-R) The first area developer franchisee for Auckland Steve Halliday observes Australian master franchisee Justin Worsley shaking hands on his agreement with CEO Raymond Hivoral

Australia. "I am very excited to be the owner of Concerto Networks' first international franchise," he said. "I've been impressed with the company's rapid growth in the United States and I feel it's quite an opportunity to be bringing such a strong brand and valuable service offering to New Zealand. I look forward to helping grow the brand nationwide and beyond, and with all the support I've received from Concerto Networks, I'm ready to get started right away."

"I am pleased to award Justin with the New Zealand master franchise," added Hivoral. "His wealth of experience in both technology and small business ownership makes him the ideal candidate to help grow the Concerto Networks brand at the international level." 

Coffee Time enters China

CANADA'S Coffee Time coffee-shop chain has opened three retail outlets in Beijing, China. The brand, which was established in Ontario in 1982, is operating in 300 locations in Canada, Greece and Poland, but the Chinese operations are its first step into the Asian continent.

The first two locations opened at the end of 2004 in Beijing's international airport, with a third sited in the city's largest regional shopping centre in the city.

"The multicultural population in Canada is a real asset to our vision for exponential company growth," said senior vice-president Dan Lepidas. "People immigrate to Canada, live here for a generation and take an interest in adapting the Coffee Time concept to their country of origin."

Coffee Time has reported plans for several more stores across China over the next three years, with further international target markets including the US, Saudi Arabia, Qatar and Kuwait. 

The Nails Studio aims to be number one in Spain

THE NAILS STUDIO, which specialises in care and beauty treatments for hands and feet, has launched its concept in Spain and outlined ambitious expansion objectives for 2005 with the objective of becoming the leading manicure and pedicure company in the Spanish market.

Building on success that has seen the brand establish more than 60 centres across Italy, Switzerland and Portugal, the Italian brand is expanding via a mix of franchised nail centres and exclusive concessions within existing businesses such as gyms, hairdressers, beauty centres, shopping centres and tanning studios. 