**Baskin-Robbins partners with Swoop to fuel future growth plans**

**Sydney (AUS) [8 July 8, 2022]**: Swoop Funding and Baskins-Robbins have entered into a strategic partnership to further fuel the ice-cream brand’s growth trajectory following 4 years of consecutive same store sales growth. . Through this partnership, new and existing Baskin-Robbins owners will have access to Swoop’s network of direct lenders that have been pre-selected by Swoop to provide unique financing solutions

The partnership between Swoop and Baskin-Robbins is geared towards helping franchise partners gain more flexibility and visibility over financing options as the brand increases it’s focus on network expansion and franchise partner profitability. *Gaurav Sharma, Head of Finance – Palm Oasis Ventures for Baskin-Robbins, Australia* said “Liquidity in business cycle is a critical aspect to drive revenue, profitability and growth for my Franchise Partners. Vagaries in business conditions and future growth initiatives make it cogent to have an efficient cashflow management structure for both times of surplus and shortage. This partnership is one of the many long awaited, fundamental and necessary steps for increasing the pace of growth”. The vision for the easier access to working capital solutions including invoice financing is to assist franchise partners with tools to increase their payable cycles and accelerate their receivables. This in turn will assist them with access to better cash flows and optimization of their business growth.

Commenting on the partnership, Swoop’s Head of Commercial Operations, Scott Weddle stated: “Swoop’s latest partnership ties in with our commitment to helping SMEs in Australia enhance their business performance. By offering working capital solutions suited to the needs of individual franchisees, we hope to ensure these businesses are set up for success in the path to revival post COVID-19. Swoop understands no two businesses are the same, we look at every deal case by case and offer tailor made solutions to achieve long-term benefits for the business owner.”

Swoop is committed to providing simple, secure and speedy access to the right finance solution to small business owners complimenting Baskin-Robbins’ aggressive growth strategy to support and further develop its profitable and sustainable franchise system.

If you’re interested in seeking funding to help finance your business, Swoop’s team of experts can help you secure the right funding opportunity for you. Simply [sign-in](https://swoopfunding.com.au/tat-capital/) or [register an account](https://swoopfunding.com.au/tat-capital/) for free to get started.

If you are interested in opening a franchise recognised as the world’s leading chain of ice cream specialty restaurants, visit Baskin-Robbins <https://baskinrobbins.com.au/franchise-opportunities/> and get in touch today.

## ENDS ##

**Notes to Editor:**

[**Swoop Funding**](http://www.swoopfunding.com/) is a rapidly growing finance platform for SMEs. Launched in 2018 by Andrea Reynolds and built with the latest technology, Swoop demystifies the funding landscape in Australia and provides swift and convenient access to a diverse range of funding opportunities across loans, equity and grants. Swoop also helps businesses improve their bottom line by unlocking savings on FX, utilities and insurance.

**For additional information on Swoop Funding contact:**

Ayesha Khan, Marketing Manager at [ayesha@swoopfunding.com](mailto:ayesha@swoopfunding.com)

**About Baskin-Robbins**

Named a top snack and beverage franchise in the United States by Nation’s Restaurant News in 2019, Baskin-Robbins is the world’s largest chain of ice cream specialty shops. Baskin-Robbins creates and markets innovative, premium hard scoop ice cream, a full range of beverages and a delicious lineup of desserts including custom ice cream cakes, the Polar Pizza® Ice Cream Treat and take-home ice cream quarts and pints, providing quality and value to consumers at more than 8,000 retail shops in 54 countries worldwide.

For further information, visit [www.baskinrobbins.com.au](http://www.baskinrobbins.com.au/)

**About Palm Oasis Ventures:**

Palm Oasis Ventures is jointly owned; with U.A.E.-based Galadari Brothers Group owning the 80 per cent stake, and US-based Dunkin’ Brands Group, Inc. owning 20 per cent. Dunkin’ Brands Group, Inc. is the owner of the Baskin-Robbins brand, while Galadari Brothers Group has been the exclusive licensee of the Baskin-Robbins brand in the U.A.E. for 35 years, successfully running more than 650 parlours across the U.A.E. and the Middle East. Palm Oasis Ventures manages the joint interests of both companies and is the Master Licensee for Baskin-Robbins in Australia.

**About Galadari Brothers:**

The Galadari Brothers Co. LLC is one of the prominent business groups based out of the United Arab Emirates tracing its birth back to 1961. The Group is owned by the Investment Corporation of Dubai and the Galadari family and is engaged in multiple industries such as media, automobiles, food and beverage, trucks and heavy equipment, among others. The Group’s dynamism, innovation and pioneering efforts have been responsible for bringing some of the largest brands to the UAE including Mazda, Baskin-Robbins, JCB, and Khaleej Times. The Group also owns the Radisson Blu Dubai Deira Creek property and Galadari Hotel Sri Lanka. Galadari Brothers is also the Master Franchisee to Baskin-Robbins in the Middle East and Australia extending its partnership to more than three decades with over 650 stores. www.galadarigroup.com