

FOR SALE

NEW LOCATION The Cheesecake Shop Ballina



The Location

Picturesque Ballina is a fast growing regional centre in Northern NSW. It is located approximately 200km south of Brisbane and 100km south of Coolangatta. The area has a rapidly growing economy with high population growth due to sea changers moving to the area. The local council predicts its population will expand to 52,000 by 2025.

The Cheesecake Shop Opportunity

“Make cakes with love in your own piece of one of Australia’s favourite brands” is a Cheesecake Shop slogan which reflects the attributes sought after in new franchisees. Our incredible success and affection within the hearts of the Australian community is due in no small way to the recruitment of franchisees who are passionate about making only the highest quality cakes. The opening of a new store in Ballina provides the opportunity for an inspired individual or family who loves to create cakes that will be the centrepiece of local celebrations to own their own business and do something they love together.

With the nearest Cheesecake Shop stores being 100 kilometres away, the Cheesecake Shop Ballina represents an excellent opportunity for an enthusiastic family or individual to combine their energy with the Cheesecake Shop brand and build a profitable business.

Investment Level

As a long standing franchisor, the Cheesecake Shop is well experienced in reading the trends of the market place. The Ballina franchise will benefit from this experience with it being one of the first stores to implement the new, fresh look. Depending on site location, the investment level to acquire the Ballina franchise with the spectacularly updated branding will range between \$300,000 to \$400,000. Generally banks, subject to the applicant meeting their lending criteria, are willing to lend up to 70% of the investment level and therefore a franchisee will need minimum available capital of between \$90,000 and \$120,000.

Lease and Franchise Agreement

The franchise agreement is for an initial period of 10 years.

The Cheesecake Shop works with the local franchisee to harness their local knowledge to secure an appropriate site. A lease term broadly in line with the franchise agreement term is then secured. With in excess of 180 shops across Australia and an excellent trading reputation, the Cheesecake Shop represents an excellent option for landlords which ensures most competitive lease terms.

Further Information

Our helpful team are available to guide you through the process and assist you at every step of the way. To register your initial interest, apply for an information pack via the franchise section of our website. Our State Manager will then contact you to help you assess the franchise opportunity.

Business Profile

Location

Ballina
New South Wales

Contact

Nick Avgerinos
National Franchise
Development Manager
Ph: (02) 8790 1035

Franchise Agreement

5 + 5 Years

Investment Level

\$300,000 - \$400,000

The Cheesecake Shop

- Established 1991
- In excess of 180 stores operating in Australia
- Two times winner of the Franchise Council of Australia Franchisor of the Year Award
- Operating internationally in Poland, New Zealand and the United Kingdom
- One of Australia’s best loved brands
- Easy to operate franchises

