

FOR SALE

NEW LOCATION The Cheesecake Shop Dubbo



The Location

Dubbo enjoys a reputation as the shopping capital of the West due to its excellent retailing, its position at the heart of New South Wales and the convenience of being at the intersection of the Newell, Mitchell and Golden Highways. According to the Dubbo City Council's website, Dubbo services a shopping population in excess of 120,000 people.

The Cheesecake Shop Opportunity

The Cheesecake Shop's success has been built on the platform of a great franchise system and quality franchisees. Our franchise opportunity attracts motivated franchisees looking to take advantage of a number of key benefits.

Ease of Store Operation – One of the keys to business success is to ensure you spend enough time with your customers to keep them satisfied and ensure they visit your store again and again. The Cheesecake Shop's franchise system is designed to perform centrally a lot of the time consuming elements of cake production. This way, franchisees can spend less time making cakes and more time selling cakes.

Baked on Premises – Buying a cake for someone special on a day of celebration is a purchase with emotion. The customer cares about the person they are purchasing the cake for. The Cheesecake Shop, unlike some of its competitors, is ideally placed to show the customer it cares about its cakes as the Cheesecake Shop cakes are baked on the premises. Quite often the customer is served by the person who actually made the cake! Compare this to the impersonal situation of buying a cake that was mass produced in a factory and transported by truck to the store.

Low Staff Requirements – A Cheesecake Shop has a high average customer order value which translates into fewer staff handling fewer customer transactions than most other retail operations. Typically, a Cheesecake Shop has only 1 to 3 staff working at any one time. This unique feature makes a Cheesecake Shop much simpler to operate and manage than other retail concepts.

Investment Level

Depending on site size and location, the investment level to acquire the Dubbo franchise with the Cheesecake Shop's 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.

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

Dubbo
NSW

Contact

Nick Avgerinos
National Franchise
Development Manager

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

