

# FOR SALE

## NEW LOCATION The Cheesecake Shop Geraldton



### Business Profile

#### Location

Geraldton  
Western Australia

#### Contact

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#### Franchise Agreement

10 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



### The Location

On the shores of the Indian Ocean, Geraldton is one of the West Australian's coast most picturesque towns, located approximately 400 kilometres north of Perth. With a population of over 37,000, the City of Geraldton-Greenough is the thriving hub of Western Australia's mid west region.

### The Cheesecake Shop Opportunity

The Cheesecake Shop is one of Australia's favourite brands. Established in 1991 and with over 180 stores operating across Australia, the Cheesecake Shop is the franchise opportunity for those with a passion for cakes and for profit. As a two time winner of the prestigious Franchise Council of Australia's Franchisor of the Year award, The Cheesecake Shop's success is due not just to its yummy cakes but to a franchise system that makes the business, well, a piece of cake!

Many of our successful franchisees are family units. What could be more fun to do as a family than create the tastiest cheesecakes, tortes and mudcakes in town! With the Cheesecake Shops high average customer order meaning the business is a much lower transaction business than other retail outlets, many franchises can operate with as few as just three (3) full time staff.

### Investment Level

The Cheesecake Shop is bringing their classic brand into today's market through a new look brand, new look stores and new product innovation. The Cheesecake Shop Geraldton will enjoy the benefit of the new look from its opening day.

Depending on site location, the investment level to acquire the Geraldton franchise with the spectacularly updated branding will range between \$300,000 to \$400,000.

### 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

To register your initial interest, apply for an information pack via the franchise section of our website.