

# FOR SALE

## NEW LOCATION The Cheesecake Shop Kalgoorlie



### The Location

Located approximately 600km east of Perth, Kalgoorlie is Australia's most famous gold mining town. The town is the key hub for the goldfields area with a steady population of approximately 30,000 people. The golden theme in the town's history has filtered through to the population with a median household income approximately 50% higher than the national average.

### The Cheesecake Shop Opportunity

If you love to cook cakes for the kids then here is your chance to turn your passion into profit. Find an outlet for your artistic side that extends beyond the borders of your home. With a Cheesecake Shop franchise, you could become a well loved part of not just your family's special moments but those of all of Kalgoorlie's.

The Cheesecake Shop's 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 Kalgoorlie provides the opportunity for an inspired individual or family to do what they love and develop a thriving business at the same time.

As the only Cheesecake Shop in town and with currently none of our major national competitors in Kalgoorlie, there is a lower level of competition in Kalgoorlie than in other parts of Australia. The Cheesecake Shop Kalgoorlie is the perfect opportunity for an enthusiastic family or individual to combine their energy with the Cheesecake Shop brand to build a profitable business.

### 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 Kalgoorlie will enjoy the benefit of the new look from its opening day.

Depending on site location, the investment level to acquire the Kalgoorlie 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

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.

### Business Profile

#### Location

Kalgoorlie  
Western Australia

#### Contact

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

#### 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

