

FOR SALE

The Cheesecake Shop Macquarie Fields

72 Saywell Rd Macquarie Fields NSW 2564

The Opportunity

Attracted by the well priced housing in the area, Macquarie Fields is an ideal location for young families. The Cheesecake Shop's popularity with this demographic combined with the good sales base built by the franchisees, Maria and Diomedes Angeles, make the Macquarie Fields franchise an ideal opportunity for an energetic family looking to launch into a business of their own.

The Location

The Macquarie Fields Cheesecake Shop is well located in a small suburban shopping strip. Customer numbers benefit from having a post office and a newsagent located within the shopping strip. Customer convenience is maximized with the provision of ample parking right in front of the store. Located near a number of childcare centres and a school ensures the franchise is well positioned to attract mums looking for a special cake to celebrate the special moments in their families lives.

Store History

The store has been at the current site since way back in 2002 and is well known in the Macquarie Fields community. The current franchisees have developed a good reputation with the customer base as reflected in the excellent growth their sales have recorded this year.

Sales

The Macquarie Fields Cheesecake Shop is currently going from strength to strength. Its 2009 – 2010 weekly sales are tracking at an astonishing 10% higher than the previous year, a strong result compared to most retailers. Year to date gross weekly sales average is \$4,925 excluding GST per week (July 09 – May 10). Financial statements are available once an application form and non-disclosure agreement have been completed.

Lease and Franchise Agreement

The potential buyer of this franchise has the best of both worlds, enjoying site flexibility and security. The current lease expires in April 2011 giving the potential buyer ample time to assess the current site. With an option available to renew for a further 5 years from April 2011, the potential buyer can also choose to stay at the current location. The franchise agreement term is initially for the balance of the current franchisees term with the option to acquire a further 5 years.

Store Upgrade

The Cheesecake Shop is bringing their classic brand into today's market through a new look brand, new look stores and new product innovation. This store will be upgraded by the franchisor with a brand new shop front fit-out, including all new refrigerated showcase units and other fittings ready for a new franchisee. The estimated cost of the upgrade is included in the price quoted.

Further Information

Once the franchise application form and non-disclosure agreement has been received, the vendor will provide further information and the franchisor will issue an information kit and a draft disclosure document. As a buyer, it is important that you undertake due diligence prior to the signing of a franchise agreement. The franchisor and outgoing franchisee will assist by providing relevant business information.



Business Profile



Location

72 Saywell Rd
Macquarie Fields
NSW 2564

Contact

Trevor Dyson
State Manager
The Cheesecake Shop
Ph: 02 9723 1011

Rental & Outgoings

Approx \$2,495 PCM includes
excl. GST

Reason for Selling

Franchisee relocating
interstate

Sale Price

\$190,000 + SAV
Includes Store Upgrade

