

FOR SALE

The Cheesecake Shop Reynella

94 Main South Rd Reynella SA 5161



The Opportunity

An astute franchisee will be able to quickly reduce labour and wastage costs and significantly improve profitability in a store that is already achieving a respectable level of turnover and growth.

The Location

The store is well positioned in Adelaide's booming southern corridor in an established area with an excellent mix of commercial and residential. On the major southern arterial road to the popular MaLaren Vale wine district with excellent parking immediately in front, the store exploits both the passing traffic and local area well.

Store History

The Reynella Cheesecake Shop is owned by the franchisor and operated under management and now considered ready for a franchisee to take its performance to the next step. The Cheesecake Shop has built an unbridled brand name across Australia with the commitment of its franchisees and the opportunity exists for a franchisee to continue that tradition here.

Sales

Turnover is going from strength at this store, with a 7% jump in customer numbers and weekly sales recorded in 2009-2010 compared to the 2008-2009. The Reynella Cheesecake Shop has an average weekly gross sales of \$9,330 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

With the ability to retain the site until April 2027, you could almost say site is yours until retirement! The current lease expires in April 2012 and the franchisor has ensured the potential buyer has maximum site security with a good level of flexibility, having secured 3 x 5 year options.

The franchise agreement is for an initial period of 5 years with the option to renew until the next lease option date of April 2017.

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

94 Main South Rd
Reynella SA 5161

Contact

Giselle West
State Manager
The Cheesecake Shop
Ph: 0418 369659

Rental & Outgoings

\$2,800 PCM excl. GST

Reason for Selling

Franchising corporate site

Sale Price

\$145,000 + SAV + GST
Including Store Upgrade

