



**Please complete and email, fax or post this form to:**  
**The Franchise Development Manager**  
**[franchise@cheesecake.com.au](mailto:franchise@cheesecake.com.au) Fax: 02 9724 9076**  
**P.O. Box 202 Villawood NSW 2163**

## Franchise Application

Applicant Name/s


Date of Application

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New and/or Existing Store

New

Existing

Which Store/Site is the application for


**1. Business Application Information**

**Applicant 1:**

• Applicant's Name			
• Applicant's Address			
	Postcode		
• Phone / Fax (Business)	( )	( )	
• Phone / Fax (Home)	( )	( )	
• Mobile	( )		
• E-mail			
• Marital status	Single <input type="checkbox"/> Married <input type="checkbox"/> De Facto <input type="checkbox"/> Divorced <input type="checkbox"/>		
• Number of dependents ie parents or children			
• Date of birth			
• Gender	Male <input type="checkbox"/> Female <input type="checkbox"/>		
• Driver's licence number			
• State issued			
• Have you ever changed your name? If yes, what was your previous name			
• How long have you lived at your present address?			
• What was your previous address?			
• How long did you live there?			
• Have you ever been declared bankrupt? If yes, please give details			
• Education			
	Qualification	Institute	Date completed

- Occupation status ie self-employed, employee
- Present or most recent occupation
- Position
- Company/Business
- Address
- Type of business
- Period of employment
- Describe your responsibilities
- Number of people supervised
- May we contact your employer for a reference?


- Previous Employment
- Position
- Company
- Address
- Type of business
- Period of employment
- Describe your responsibilities
- Number of people supervised
- May we contact your employer for a reference?


- Have you ever worked as a baker?

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- Do you intend to devote your complete attention to the franchise operation?




- How long have you lived at your present address?
- What was your previous address?
- How long did you live there?
- Have you ever been declared bankrupt? If yes, please give details

- Education

Qualification	Institute	Date completed

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- Previous Employment
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- Type of business
- Period of employment
- Describe your responsibilities
  
- Number of people supervised
- May we contact your employer for a reference?


- Have you ever worked as a baker?

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- Do you intend to devote your complete attention to the franchise operation?
- Do you hold any interest or are you involved in any business, partnerships or joint ventures or other activity?


- Financial &/or Personal References:

Name:
Relationship:
Phone:
Email:

- Financial &/or Personal References:

Name:
Relationship:
Phone:
Email:

*(By including these references, you have already asked them that you can provide us with their details)*

- Do you speak English?
- What other languages do you speak?
- If English is not your first language:
- Please indicate your level of comprehension of the English language
- Please indicate your level of comprehension of books and magazines in English
- Please indicate your present ability to write in the English language:


1 Still learning	2 fair	3 reasonable	4 good	5 excellent
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1 Still learning	2 fair	3 reasonable	4 good	5 excellent

**Applicants 1 & 2:**

- Solicitor's Name
- Solicitor's company name
- Solicitor's Phone / Fax
- Solicitor's Address
- E-Mail

( ) ( )

- Accountant's Name
- Accountant company name
- Accountant's Phone / Fax
- Accountant's Address
- E-Mail

( ) ( )

- How do you intend to fund your purchase of the franchise operation?
- How much are you borrowing?
- Proposed financial institution
- Type of loan
- Term of loan
- Estimated monthly repayment

Borrowing <input type="checkbox"/> Own money <input type="checkbox"/>

**Is the Franchise proposed to be held by a Company? If so:**

• Franchisee Company Name	
• Franchisee Company Registered Address	
• Australian Business Number (ABN)	
• Australian Company Number (ACN)	
• Shareholder's Name(s)	
• Director's Name(s)	1
	2
• Company Secretary Name(s)	1
	2
• Partnerships ( <i>provide details</i> )	
• Will the Franchisee Company be acting a trustee for a Trust? ( <i>attach copy of the Trust Deed</i> )	
• Trust Name	
• Trust ABN	

We understand that the above information may not be available at this time. It will be required should you be approved before we are able to issue franchise documentation.

**2. Financial Information - Personal Statement of Financial Position - Applicant 1**  
**Current Assets held in the name of Applicant 1 as of ./. /. . . .**

<b>Assets</b>	<b>Present Value</b>
Cheque Account	\$ <input type="text"/>
Savings Account	\$ <input type="text"/>
Other Account	\$ <input type="text"/>
Family Home	\$ <input type="text"/>
Location	<input type="text"/>
Other Property(ies)	
Location	\$ <input type="text"/>
Location	\$ <input type="text"/>
Location	\$ <input type="text"/>
Motor Vehicle(s)	
Make/Model	\$ <input type="text"/>
Make/Model	\$ <input type="text"/>
Make/Model	\$ <input type="text"/>
Household furniture etc	\$ <input type="text"/>
Superannuation	
Held with	\$ <input type="text"/>
Shares/bonds etc	\$ <input type="text"/>
Personal equity in private business	\$ <input type="text"/>
Life Insurance	
Held with	\$ <input type="text"/>
Other	
Specify	\$ <input type="text"/>
<b>Total Assets (1)</b>	<b>\$ <input type="text"/></b>

<b>Liabilities</b>	<b>Current Outstanding</b>
<b>Loan</b>	
Overdraft(s)	
Limit \$	\$ <input type="text"/>
Home mortgage(s)	\$ <input type="text"/>
Investment loan(s)	\$ <input type="text"/>
Other loan(s)	\$ <input type="text"/>
Credit /Dept Store Cards	
Limit(s)	\$ <input type="text"/>
<b>Other Liabilities</b>	
Outstanding taxation	
Due / /	\$ <input type="text"/>
Other	
Specify	\$ <input type="text"/>
Specify	\$ <input type="text"/>
Specify	\$ <input type="text"/>
Specify	\$ <input type="text"/>
Specify	\$ <input type="text"/>
Specify	\$ <input type="text"/>
<b>Total Liabilities (2)</b>	<b>\$ <input type="text"/></b>

Current Bank / Branch	<input type="text"/>
How long have you been with this bank?	<input type="text"/>

**3. Financial Information - Personal Statement of Financial Position - Applicant 1**

**Average Monthly Income**

Base Salary	Gross (p.a.)	Net (p.m.)
Applicant 1	\$	\$
Applicant 2	\$	\$

**Other Income**

Regular overtime

Part time/casual employ

Dividends/Interest

Commission

Rent received  
Annual gross  X  =

\*Do not show rental property expenses as a separate expense item

Other income  
Specify   
Specify

**Total net monthly income (3)**

**Average Monthly Expenditure**

**Credit Commitments**

Housing loan repayments	\$
Other loan repayments/HP	\$
Credit/Dept Store Cards	\$

**Other Commitments**

Rent/board	\$
Rates/House insurance	\$
Electricity/gas/heating etc	\$
Telephone & tolls	\$
Vehicle(s) – petrol	\$
Vehicle(s) – insurance/reg/maint	\$
Living (food/clothing/personal)	\$
Superannuation	\$
Life/Income Replace Ins.	\$
Insurance (contents/medical etc)	\$
Education expenses/fees	\$
Child maintenance	\$
Other – specify	\$
Other – specify	\$

**Total net monthly expenditure (4)**

<b>Total assets (1)</b>	\$
<b>Less: Total Liabilities (2)</b>	\$
<b>Net assets (=1-2)</b>	\$

<b>Total net monthly income(3)</b>	\$
<b>Less: Total net monthly expenditure (4)</b>	\$
<b>Uncommitted monthly income (=3-4)</b>	\$

**4. Financial Information - Personal Statement of Financial Position - Applicant 2**  
**Current Assets held in the name of Applicant 2 as of .../.../....**

<b>Assets</b>	<b>Present Value</b>
Cheque Account	\$ <input type="text"/>
Savings Account	\$ <input type="text"/>
Other Account	\$ <input type="text"/>
Family Home	\$ <input type="text"/>
Location	<input type="text"/>
Other Property(ies)	
Location	\$ <input type="text"/>
Location	\$ <input type="text"/>
Location	\$ <input type="text"/>
Motor Vehicle(s)	
Make/Model	\$ <input type="text"/>
Make/Model	\$ <input type="text"/>
Make/Model	\$ <input type="text"/>
Household furniture etc	\$ <input type="text"/>
Superannuation	
Held with	\$ <input type="text"/>
Shares/bonds etc	\$ <input type="text"/>
Personal equity in private business	\$ <input type="text"/>
Life Insurance	
Held with	\$ <input type="text"/>
Other	
Specify	\$ <input type="text"/>
<b>Total Assets (1)</b>	<b>\$ <input type="text"/></b>

<b>Liabilities</b>	<b>Current Outstanding</b>
<b>Loan</b>	
Overdraft(s)	
Limit \$	\$ <input type="text"/>
Home mortgage(s)	\$ <input type="text"/>
Investment loan(s)	\$ <input type="text"/>
Other loan(s)	\$ <input type="text"/>
Credit /Dept Store Cards	
Limit(s)	\$ <input type="text"/>
<b>Other Liabilities</b>	
Outstanding taxation	
Due / /	\$ <input type="text"/>
Other	
Specify	\$ <input type="text"/>
Specify	\$ <input type="text"/>
Specify	\$ <input type="text"/>
Specify	\$ <input type="text"/>
Specify	\$ <input type="text"/>
Specify	\$ <input type="text"/>
<b>Total Liabilities (2)</b>	<b>\$ <input type="text"/></b>

Current Bank / Branch	<input type="text"/>
How long have you been with this bank?	<input type="text"/>

**5. Financial Information - Personal Statement of Financial Position - Applicant 2**

**Average Monthly Income**

Base Salary	Gross (p.a.)	Net (p.m.)
Applicant 1	\$	\$
Applicant 2	\$	\$

**Other Income**

Regular overtime

Part time/casual employ

Dividends/Interest

Commission

Rent received  
Annual gross  X   
75%\*

\*Do not show rental property expenses as a separate expense item

Other income

Specify

Specify

**Total net monthly income (3)**

**Average Monthly Expenditure**

**Credit Commitments**

Housing loan repayments	\$
Other loan repayments/HP	\$
Credit/Dept Store Cards	\$

**Other Commitments**

Rent/board

Rates/House insurance

Electricity/gas/heating etc

Telephone & tolls

Vehicle(s) – petrol

Vehicle(s) – insurance/reg/maint

Living (food/clothing/personal)

Superannuation

Life/Income Replace Ins.

Insurance (contents/medical etc)

Education expenses/fees

Child maintenance

Other – specify

Other – specify

**Total net monthly expenditure (4)**

<b>Total assets (1)</b>	\$
<b>Less: Total Liabilities (2)</b>	\$
<b>Net assets (=1-2)</b>	\$

<b>Total net monthly income(3)</b>	\$
<b>Less: Total net monthly expenditure (4)</b>	\$
<b>Uncommitted monthly income (=3-4)</b>	\$

Please provide a current rates notice for all properties listed in the Personal Financial Information section. Bank statement required showing available cash if listed in the Personal Financial Information section. Provide bank statements re liabilities [mortgages etc]

## **Declaration and Signature – Applicants**

### **In accordance with the Privacy Act 1988 ("the Act") –**

If the Franchisor considers it relevant to this application, the Franchisor may obtain a credit report (which can include personal information about my/our credit worthiness, credit history, credit standing or credit capacity) from a credit reporting agency or obtain such information from any credit providers named in this application or in a credit report. I/we understand that this information may be given and used to assess this application and to assess my/our credit worthiness.

Franchisor may contact the references given within this application. I/We understand that this information can include personal information and may be given and used to assess this application and our suitability as a Franchisee.

### **Banker's and/or Accountant's opinions**

I/we understand that the Franchisor may obtain from their nominated bank or accountant, a banker's and/or accountant's opinion about my/our credit worthiness for purposes connected with this application in any way.

### **Non-disclosure terms**

I am applying to be a The Cheesecake Shop Franchisee. In consideration of you considering my application and spending your time and efforts in the franchisee selection process:

1) I understand that in viewing a The Cheesecake Shop store, reviewing documentation, learning about your franchise system and store operational procedures, I will receive information relating to your business known as The Cheesecake Shop including your unique recipes, processes, service practices and standards and merchandising practices.

2) I agree that the information of whatever nature relating to your business whether prior to, at the time of, or after signing this agreement is confidential and consists of trade secrets and is solely the property of your company.

3) I agree that I must:

- keep the information secret and confidential.
- not disclose (including to any business associate or employee), make copies of, or use directly or indirectly, any of the information gained from your company, for my benefit nor for the benefit of others without your express written consent.
- not directly or indirectly turn to my own advantage in any way or profit from the use of the information other than as a The Cheesecake Shop Franchisee.
- return all materials provided by your company immediately on request.

4. Without in any way limiting the remedies available to you, I agree to indemnify your company against any loss, damage, cost or expense suffered or incurred by your company directly or indirectly, in connection with or arising out of, or as a result of any breach of the terms of this agreement.

5. I am not connected in any capacity with a similar business or service to that of a The Cheesecake Shop franchisee, nor have I been directed to obtain information on behalf of another company or individual.

Name:

Home Address:

**Declaration and Signature**

I/we declare that the information given in this form is true and correct. My/our signature(s) evidence my/our understanding of and consent to all matters set out in this form.

I/We also declare that the details contained within Business Information Application and the Personal Statement of Financial Position are true and correct.

**Applicant 1**      Director/Partner Guarantor

Signature	
Printed Name	
Date	

**Applicant 2**      Director/Partner Guarantor

Signature	
Printed Name	
Date	

Please tick this box  signifying you have read and understood the attached Privacy Policy

Please tick this box  signifying you have read and understood the attached Privacy Policy