

# FOR SALE

## The Cheesecake Shop Eltham

126 Bolton Street Eltham Victoria 3095



### The Opportunity

A well run store in a good location ready for a new franchisee to continue it's steady growth. A total investment of approximately \$200,000\* plus SAV will see you opening the doors fully trained to an upgraded 'new look' shop.

### The Location

Eltham is located approximately 20 km from the Melbourne CBD in an affluent and sought after area. It is a mostly residential suburb with a small industrial precinct close by. The Cheesecake Shop Eltham store is located in a busy local shopping strip with nine other complimentary food and take-away retailers and easy parking directly in front.

### Store History

The current franchisees Matthew & Roslyn Green purchased the store from Franchisee Simmi Thakur in October 2007. Matthew & Roslyn also own the Cheesecake Shop at Campbellfield and whilst the Eltham store has grown steadily under their ownership they now find juggling the demands of two stores and a family too much.

### Sales

The store has enjoyed steady sales growth over the last few years and year to date gross sales average \$7,477 excluding GST per week (July 09 – May 10). Financial statements are available from the vendor once an application form and non-disclosure agreement have been completed.

### Lease and Franchise Agreement

The current lease and franchise agreement end in May 2011. There is a 5 year option on the lease and the Franchisor will offer a new 5 year franchise agreement plus a 5 year option (10 years in total).

### 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 the buyer by providing relevant business information.

\* Includes average cost of store upgrade to new standard, subject to final quote

### Business Profile



#### Location

126 Bolton Street  
Eltham Vic 3095

#### Contact

Matthew Green  
Current Franchisee  
Ph: 0430 271829

#### Rental & Outgoings

\$3,901 PCM excl. GST  
Increases to CPI

#### Size

120 sqm. including shop front  
and back of store

#### Franchise Agreement

5 + 5 Years

#### Reason for Selling

Focus on other store and  
family

#### Sale Price

\$200,000  
Including Store Upgrade

