

## **Frequently Asked Questions**

### ***What do I get when I buy a The Cheesecake Shop Franchise?***

A fully equipped turn-key operation including comprehensive web based documentation, initial training, store opening marketing support and ongoing management & operational support.

### ***Do I need to know how to cook and decorate?***

Experience in cooking, baking & decorating is not essential as initial training, documented recipes and procedures are provided. Although we do expect the franchisee to have an interest in, and an appreciation for, their customers “fine food” experience.

### ***Where do I purchase my stock of ingredients and product?***

To ensure our “freshness guaranteed” promise and for reasons of public health and safety, only approved ingredients & products may be made available at outlets. Approved ingredients & stock is purchased from authorized suppliers who meet the franchise systems standards of production.

### ***Can I buy a store and employ a manager to run it?***

***The Cheesecake Shop*** performs best under the control of a “hands on” owner operator who takes an active role in the day to day operations.

### ***What about buying an existing store?***

The purchase price of an existing store is negotiated with the vendor Franchisee, after your Franchise Application has been considered and approved by the Master Franchisee. When you purchase an existing store, you will be required to participate in a training program and to pay a training fee to the Master Franchisee in addition to any agreed price negotiated with the vendor franchisee.

### ***What about ongoing costs?***

The Master Franchisee charges a royalty based on net weekly sales of between 3% and 5%, which is direct debited from your business bank account on a weekly basis. The Master Franchisee also charges an advertising levy of 1% based on weekly net sales which is also direct debited from your business bank account on a weekly basis. Full details of costs are set out in the Disclosure Document available from the Master Franchisee.

### ***What is the term of a Franchise Agreement?***

The minimum term for a new store Franchise Agreement is for an initial term of 10 years (5 years initial term and a renewal term of 5 years). The term of an existing store is dependent on the term remaining under the vendors Franchise Agreement.

### ***How much does a store cost?***

The turn key purchase price for a new store will vary between £ 75,000 and £115,000 depending on the fit out & equipment options selected. (Please be aware these figures do not constitute an offer, are indicative only for a standard 1000 sq. ft. fit out, and make no allowance for working capital requirements, legal fees or any leasehold premium if applicable) Full details may be obtained from the Master Franchisee on application.

### ***Do I own the premises or are they leased?***

Generally, the Master Franchisee leases the site and then provides access to the Franchisee via a Licence to Occupy Premises. However, the Master Franchisee may require a Franchisee to hold the head lease of the premises.

### ***What guarantees do I get that the store will be a success?***

None at all. ***The Cheesecake Shop*** franchise system provides you with the tools to operate a store. How effectively you use those tools is very much in your hands. Like many business ventures, there is an element of risk involved. Buying any business is a major decision and should not be taken lightly. We recommend that you carry out your own research and take legal, financial and business advice before deciding to purchase any business.

### ***How long does it take before I begin to trade?***

Generally three to six months, but depending on site availability, leasing arrangement, store fit-out and training duration.