



easyCoffee



LUTON

57–59 George Street | Luton | LU1 2AL

- 1,193 sq ft retail unit
- Popular central location
- Iconic and unique building
- Opp. 2 entrances of shopping centre
- easyKidzone included
- Rent free period

NEW COFFEE SHOP OPPORTUNITY

easyCoffee will completely fit-out and set up this full service coffee shop for an exclusive new franchisee. The property lies opposite Luton's primary Shopping centre – The Mall. easyCoffee will provide a full coffee shop experience and the unit should deliver strong sales and good profit margins for an ambitious owner-operator.





OVERVIEW

In the 1990's, ground-breaking airline easyJet took on the big airlines with its high-value, low-cost proposition. Now easyCoffee is doing the same to the high street coffee market, offering a great quality coffee experience for less cost. We are the fastest-growing coffee shop chain in the retail sector and we're in an exciting period of rapid expansion. We are now seeking ambitious franchisees to join our success, and to own and operate new shops across the UK.

THE OPPORTUNITY

We expect our franchise owners to be enthusiastic, passionate and committed to delivering the easyCoffee experience. In return for your hard work and business acumen, our team will provide invaluable franchisee training and strong brand support.

- Store design, managed fit out and shop development
- Training programme, including barista certification
- Marketing and innovation, including launch activity
- Operations manuals and performance reviews
- Strategic business planning and consultation
- Cross promotion with other easy brands and apps

THE AREA

Luton is a large town in Bedfordshire located 30 miles northwest of London and with a population of over 220,000 and good road links to the M1. It's airport was the original home of easyJet when it first launched, and there is a huge amount of loyalty and goodwill in the town towards the easy brand.

THE LOCATION

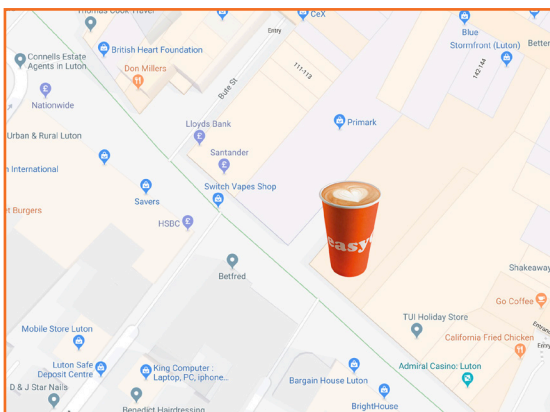
This is an imposing and prominent retail unit situated on George Street, a pedestrianised street within the main Luton town centre retail area on opposite The Mall Shopping Centre. The property also benefits from the high footfall of the neighbouring operators, including McDonald's and Primark.

THE TERMS

Size:	Ground Floor: 1,193 sq ft, Basement: 800 sq ft
Lease term:	15 years
Rent:	£35,000 pax
Rent free:	12 months
Service charge:	None
Business rates:	TBC (est c£20,000 pa)

FOR MORE INFO

Viewing strictly by prior appointment with the easyCoffee team
Please email franchise@easy.coffee or call 0333 433 0011



FINANCIAL HIGHLIGHTS

- Target sales £300–£400K pa
- Strong mid teen Ebitda margins
- Franchise fee £25K
- Royalty fee 5%
- Advertising levy 1%
- Rent free period available
- Royalty discount for year one