



easyCoffee



MAIDSTONE

The Mall | Maidstone | Kent ME15 6AT

- 2,385 sq ft retail unit
- Popular central location
- Busy new foodcourt zone
- 200,000 weekly footfall
- Family friendly facilities
- 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. This is a well established shopping centre and our new coffee shop is located at the heart of the newly developed food court. 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

Maidstone is the county town of Kent and has a population of more than 110,000. With its historic importance as the market and trading hub for the whole area, the town has evolved into a prime shopping location, with The Mall Shopping Centre as the focus.

THE LOCATION

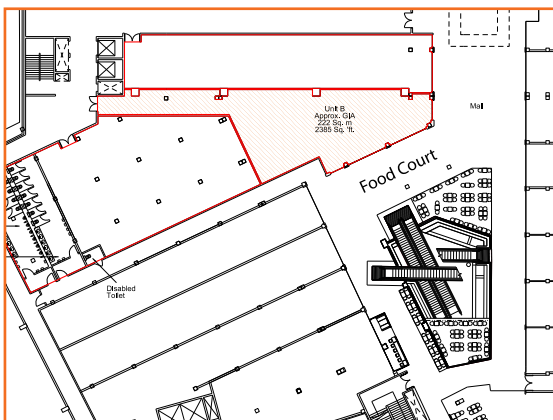
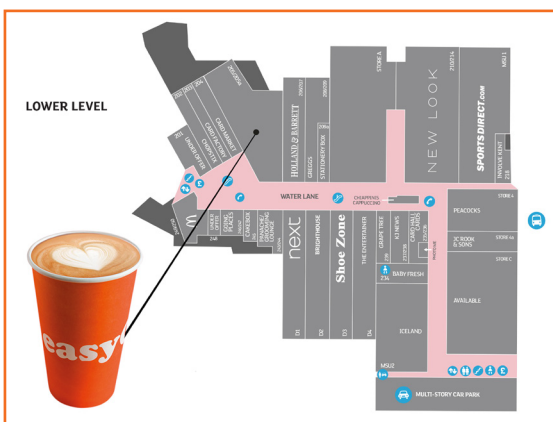
The Mall Shopping Centre is located in the heart of Maidstone town centre and trades over three covered levels. Supported by 1,050 car parking spaces, the centre attracts a footfall of approximately 200,000 people per week. Key occupiers include Next, New Look, Superdrug and Wilko. The easyCoffee unit is part of the newly created food hub which also includes KFC, McDonalds, Chopstix, Subway and Cake Box, as well as new customer welfare facilities and additional mall seating.

THE TERMS

Unit size:	2,385 sq ft, A3 Use
Lease term:	10 years
Annual rent:	£35,000 pa
Service charge:	£9 per sq ft
Business rates:	Estimated £20,000 pa
Rent free period:	12 months
Franchise term:	10 years renewable

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