



easyCoffee



SWINDON

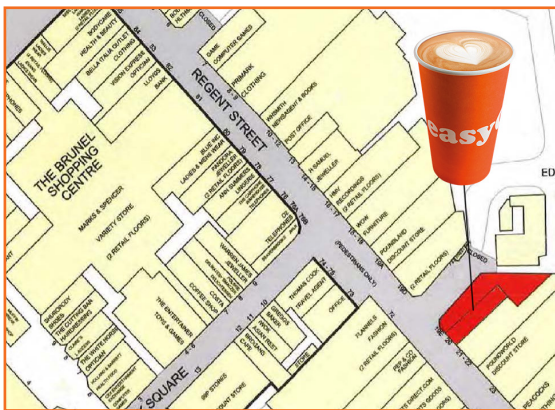
19E Regent Street | Swindon | SN1 1JL

- 1,949 sq ft retail unit
- Busy High St location
- easyKidzone included
- Excellent long frontage
- Outside seating terrace
- 250,000 weekly footfall
- 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. These premises lie in a short distance away from a well established shopping centre at the heart of Swindon town centre. easyCoffee will provide a full coffee shop experience and the unit should deliver strong sales and good profit margins for an ambitious owner-operator.





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

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

Swindon is the largest town of in the centre of Wiltshire, just off the M4 motorway and it has a population of more than 180,000. With its historic importance as the market and trading hub for the whole area, the shopping zone in the town centre is busy 7 days a week.

THE LOCATION

The property comprises a prominent shop, with good visibility thanks to its extensive display windows. It offers an open plan retail area on ground and first floors with ancillary storage. Situated within the busy pedestrianised shopping area of Regent Street in Swindon town centre, close to Flannels, Pep & Co, Sports Direct and Specsavers with display window to Regent Street and return frontage to Edgware Road. This corner property is adjacent to a 50 space car park in Edgware Road.

THE TERMS

Unit size:	Ground Floor Shop & Storage: 1,949 sq ft
Lease term:	10 years
Annual rent:	£35,000 pax
Service charge:	None
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