

# COLD ROCK HOBART



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## National Franchise in Hobart

Cold Rock Ice Creamery is a long standing Australian franchise which has over 90 stores Australia wide. The franchise is best known for their fun spin on ice creams, where customers can pick from their favourite treats and have them mixed into their ice cream on the spot, creating interesting and refreshing combinations to satisfy whatever craving they may have.

The store's operation is simple, customers choose their ice cream, choose any mix-in extras such as lollies or chocolates & the staff then create the customers' customised ice cream ready within seconds. The shop itself is large for an ice cream store, with seating inside & outside. It also has a walk in freezer which is extremely advantageous. Operating 7 days per week from mid-morning until late at night, the store's hours are flexible depending on the seasons & weather conditions which dictate the flow of customers.

The range of premium ice creams & sorbet flavours is enormous. The uniqueness of Cold Rock franchises, compared with other ice cream franchises, eventuates from that fact that over 35 different chocolates, lollies, fruit or nuts can be mixed on the â Cold Rockâ with over 32 different flavours of ice cream, which results in over 300 different flavour combinations from which to choose. Some of the nearby businesses include: Suncorp Bank, Subway, Zambrero, Dan Murphy's, Coles Supermarket and Variety 1.

Simple to run with the franchisor taking care of marketing, new product development and corporate imaging. Cold Rock Ice Creamery commenced with its first store at Aspley Queensland, during 1996. The group now boasts approximately 100 stores throughout Australia plus 2 stores in Singapore. The franchisor's motto is â Choose It, Mix It, Smash It, Love Itâ. (Note: The photos are generic only & not photos of the actual business).

66.66% Trade : **AU\$50,000 (Cash) | AU\$100,000 (Trade)**

# \$150,000

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