



CONFIDENTIAL Executive Summary



Purchase Price: \$270,000
 Total Annual Sales*: \$476,354
 Inventory: \$10,000
 Owner Operated Cash Flow**: \$97,189

Honey Baked Ham #2706
792 Bloomfield Ave.
West Caldwell, NJ, 07006

* Trailing 12 Months Ending 4/30/2018

** Cash Flow is a net income projection based on trailing 12 months sales and expenses as stated on Seller's P&Ls. Adjustments are made to reflect brand norms for the region and/or expected increases/decreases in costs. Analysis is for proforma purposes only, Buyer should complete his own due diligence review. Ask your agent for summary of adjustments.

Franchise Information:

The Honey Baked Ham Company is a food retailer which sells hams, turkey breasts and other pre-cooked entrées, side dishes, and desserts. It was founded in 1957 in Detroit, Michigan, and its headquarters is in Alpharetta, Georgia. According to Honey Baked Ham, Harry J. Hoenselaar opened the first Honey Baked Ham store in Detroit, Michigan in 1957. Harry's patented a spiral-slicing process which persists today. The Honey Baked Ham Company, LLC has grown to over 200 company owned retail stores and 200 franchise locations across the United States, as well as an ecommerce business. As of May 2017, the company is still owned by the Hoenselaar family.

Franchise Agreement Expiration: 8/1/2024
 Royalty: 6.0%
 Remodel Requirements: None

Transfer Fee: \$7,500
 Advertising: 3.5%

Training Location: Atlanta, GA
 Training Period: 2 weeks

Lease Information:

Monthly Base Rent: \$4,800
 Percentage Rent: None
 Expiration: 8/1/2019

Options: 1x5 yr
 CAM: \$1,100
 Monthly Property Tax: Included

Security Deposit: \$16,400
 Real Property Available: No
 Increases: TBD

Location Details:

Business Established: 11/1/2014
 Owner Since: 11/1/2014
 Hours of Operation: M-F 10a-6p, Sat 10a-5p, Sun 11a-4p

Building Type: Inline
 Seating: 20
 Licenses Needed: Business and Health

Building Size: 1,700 SF
 Employees: Approx 3-4 plus Seasonal
 Equipment Value: \$150,000

Located in a busy shopping center at the intersection of Bloomfield Avenue and Passaic Avenue and across from the West Caldwell Animal Hospital. Other stores in this shopping center include TJ Maxx, CVS, Super Cuts and Capital One Bank, Starbucks, Frank's Trattoria, Panera bread and Ichiban Sushi and Grill.

Remember you have agreed to keep all FranBizNetwork listings confidential.

As a part of the due diligence process you are encouraged to contact other franchisees with questions about the brand, but remember you are bound by a confidentiality agreement and cannot share the location or any details about the business you are considering buying. Please direct any questions you might have for the Seller to your FranBizNetwork agent. Feel free to visit the location(s) as a customer, but be discreet and do not ask questions of employees, managers, or other customers. Please do not draw unnecessary attention to yourself, as rumors of a pending sale can hurt the business.



**Honey Baked Ham #2706
PROFORMA**

Trailing 12 Months Ending 4/30/2018		
SALES	\$ 476,354	
COGS:	\$ 171,487	36.0%
Crew Labor:	\$ 46,206	9.7%
GM:	Assume Owner is GM	
Other Store Level Mgmt:	\$ -	0.0%
Workers Comp*:	\$ 462	1.0%
Payroll Taxes*:	\$ 4,621	10.0%
R&M:	\$ 2,382	0.5%
Non-Ingredient:	\$ 1,429	0.3%
Utilities:	\$ 10,300	2.2%
Rent:	\$ 57,600	12.1%
CAM:	\$ 13,200	2.8%
Property Tax:	\$ -	0.0%
Personal Property Tax:	\$ 500	0.1%
Local Advertising:	\$ -	0.0%
Nat'l Advertising:	\$ 16,672	3.5%
Royalty:	\$ 28,581	6.0%
Equipment Lease:	\$ -	0.0%
Insurance:	\$ 5,150	1.1%
Bank Charges:	\$ 600	0.1%
Credit Card Fees:	\$ 8,098	1.7%
Professional Services:	\$ 4,500	0.9%
Outside Services:	\$ -	0.0%
Laundry/Uniforms:	\$ -	0.0%
Pest Control:	\$ -	0.0%
Security:	\$ -	0.0%
Music:	\$ 2,200	0.5%
Permits & Licenses:	\$ -	0.0%
Cash Over/Short:	\$ 476	0.1%
Non-recurring expenses:	\$ -	0.0%
Personal Expenses:	\$ -	0.0%
Mgmt Fee/Owner Draw:	\$ -	0.0%
Employee Benefits:	\$ -	0.0%
Other G&A:	\$ 4,700	1.0%
Total Expenses:	\$ 379,165	79.6%
Other Income:	\$ -	0.0%
Owner-operated Cash Flow:	\$ 97,189	20.4%

*Workers Comp and Payroll Taxes shown as a % of Total Labor.

Executive Summary materials and Proforma were derived from documents provided by Seller and were prepared by FranBizNetwork to help prospective Buyers complete a summary review. These materials should not replace the Buyer's review of actual books and records and a thorough due diligence process. Buyers should not rely on these materials as definitive, but should instead consult the actual due diligence documents.