



CONFIDENTIAL Executive Summary



Purchase Price:	\$270,000	Honey Baked Ham #2706
Total Annual Sales*:	\$476,354	792 Bloomfield Ave.
Inventory:	\$10,000	West Caldwell, NJ, 07006
Managed Cash Flow**:	\$63,889	

* 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	Transfer Fee: \$7,500	Training Location: Atlanta, GA
Royalty: 6.0%	Advertising: 3.5%	Training Period: 2 weeks
Remodel Requirements: None		

Lease Information:

Monthly Base Rent: \$4,800	Options: 1x5 yr	Security Deposit: \$16,400
Percentage Rent: 0.00%	CAM: \$1,100	Real Property Available: No
Expiration: 8/1/2019	Monthly Property Tax: \$0	Increases: N/A

Location Details:

Business Established: 11/1/2014	Building Type: Shopping center	Building Size: 1,700 SF
Owner Since: 11/1/2014	Seating: 20	Employees: Approx 3-4 plus Seasonal
Hours of Operation: M-F 10a-6p, Sat 10a-5p, Sun 11a-4p	Licenses Needed: Business and Health	Equipment Value: 150000

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:	\$ 30,000	6.3%
Other Store Level Mgmt:	\$ -	0.0%
Workers Comp*:	\$ 762	1.0%
Payroll Taxes*:	\$ 7,621	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:	\$ 412,465	86.6%
Other Income:	\$ -	0.0%
Managed Cash Flow:	\$ 63,889	13.4%

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

Assumes he runs store FT.

180000 240000 value

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.