

MRS. FIELDS COOKIES

Boise Towne Square Mall - Boise, Idaho

THE BUSINESS

This is truly a rare business opportunity. Operating Mrs. Fields Cookies stores rarely come available for sale. Mrs. Fields Cookies is one of the most recognized name in the franchise industry. Indeed, this business, image and reputation even surpasses brand awareness to obtain a near mythical level of consumer affection. Additionally, "Mrs. Fields has been ranked among the top ten chains in the United States in terms of overall customer satisfaction" according to *Restaurants and Institutions Magazine*.

Built and opened in 1998, the Boise Mrs. Fields franchise has five employees. The owner works on-site part time.

Behind this franchisee stands a state-of-the-art organization that includes the industry's top management. The franchise is obsessed with maintaining cutting edge products, systems and procedures to give every franchise a maximum opportunity to succeed. Franchisor support of the franchisee is among the best in the industry.

THE PRODUCT

Mrs. Fields Cookies products need little introduction. The franchise prides itself on maintaining a product line superior to anything comparable on the market. It's super premium baked cookies, muffins, pastries and other treats comprise the traditional product line of Mrs. Fields stores. Recently, a new smoothie product was introduced that has been very well received by customers.

THE LOCATION

The business is prominently located in the Boise Towne Square Mall.

PURCHASING THIS BUSINESS

No previous retail or food service experience is required to purchase this business. The franchise provides complete product, business and franchise training. **The franchise transfer fee of \$8,000 to be paid by purchaser.** The purchase process will require a purchaser to make an acceptable offer to the seller (subject to franchise first right to purchase), the Franchisor approving the purchaser, and an approval of the sublease of the retail space by the landlord.

THE IDEAL BUYER

The perfect buyer for this business is a person with some entrepreneurial spirit looking to operate a business with a profit history and an established business model.

ASKING PRICE
\$125,000

TERMS:
Cash or Terms
Acceptable to Seller

ASSETS

Furniture Fixtures & Equipment	\$ 50,000
Leasehold Improvements	35,000
Inventory	3,000
Intangible Value	<u>37,000</u>

Total Assets **\$125,000**

All values provided by Seller

INCOME STATEMENT SUMMARY

Contact Agent for Confidential
Financial Information

*For additional franchise information,
please visit Mrs. Fields web site at*

www.mrsfields.com



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TO RECEIVE FURTHER INFORMATION, sign and return the Confidentiality Agreement/Agency Representation found on our web site. The listing agent, **RANDY LIMANI**, will then contact you. If you prefer, this agreement can also be requested by contacting us at **208-336-8000**. The information above has been provided by the seller. Arthur Berry & Company makes no representation as to its reliability. Price and terms subject to change at seller's discretion. FILE 4083