



For Sale

Location: **Melbourne**
Asking: **\$295,000 + SAV**
Type: **Franchise Resale / Retail-Food Takeaways**

Established Loaded Potato & Comfort Food Franchise for Sale, Ballarat Region VIC

There's something satisfying about a business built on good, honest comfort food.

This established franchise serves up loaded baked potatoes, fries and nachos, alongside schnitzel burgers, toasties and coffee, the kind of menu people come back to again and again. Trading under a recognised and well-loved brand in the Ballarat region, it's a proven, low-fuss operation that suits someone who wants to run their own kitchen without needing a chef's background to do it.

No prior cooking experience is required, so whether you're taking your first step into business ownership or adding another site to your portfolio, this one is built to be picked up and run with confidence.

Part of what makes this business work so well is how little fuss is baked into the day-to-day. Proteins are slow-cooked overnight and potatoes oven-baked fresh each day, so the kitchen stays simple and the food stays consistent, which is exactly what keeps customers coming back. Over 75% of trade is repeat business, a strong sign that the local community has taken this brand to heart.

On top of the in-store crowd, the business is set up on Uber Eats and DoorDash, so there's already a second stream of customers ordering from home. A secure sub-lease under the head lease, with renewal options in place, gives a new owner a stable platform to build from, backed by a 10-year franchise licence.

Key Highlights

- * Established, well-recognised franchise brand with a 10-year licence term from agreement date
- * Menu built around loaded baked potatoes, fries, nachos, schnitzel burgers, toasties and coffee
- * Sub-lease under the Head Lease, with renewal options available
- * Monthly sales tracking between \$30,000 (winter) and \$40,000 (summer)
- * Gross profit margin of approximately 78% before wages
- * Franchisee fee of 10% of monthly sales covers royalty, admin and marketing

Contact:

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* Full training provided, with ongoing franchisor support across cooking, hiring, POS, marketing and admin

* Already active on Uber Eats and DoorDash for additional revenue

Growth Potential

There's genuine upside for a new owner willing to put a bit of energy into the online side of things. Delivery platform marketing hasn't been fully leaned into yet, and there's scope to explore local catering orders or push harder on the website and social presence. None of this requires reinventing the business, just building on what's already working.

Buyer Suitability

This is a great fit for a first-time buyer or owner-operator who wants a business they can genuinely run day to day, no cheffing skills needed. It also suits an experienced operator after a second site, or a family looking to run it together, with support from the franchisor there every step of the way.

Contact the broker on 0400 440 440 for more information.

For a quicker response, complete our Confidentiality Agreement:

<https://api.thebrokerageconnection.com.au/widget/form/5rd89rHVecI7I100XcL6>