



PRESENTED BY:

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BUSINESS FOR SALE Rolla Dairy Queen



Own This Award Winning Dairy Queen Rolla, ND

Price: Call For Price

Features: Established location

Hard-working, dedicated employees

Winner of DQ's Gold Cone & Silver
Cone Awards

Extensively remodeled

State-Of-The Art Point of Sale System



REAL ESTATE SERVICES

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Bismarck, North Dakota

Information Sheet

The sale of the Business is preferred to be structured as a sale of assets.

The Business is a franchise and has been owned by its present owner since 1991. The Business sells ice cream cakes, soft serve ice cream treats, hamburgers, hot dogs, chicken products and other items. Over the past 13 years, the Business has received Dairy Queen's Gold Cone award for a 20% increase in sales from the previous year and 3 Silver Cone awards for 10% increases in sales from the previous year. The Business is seasonal and open for business 10 months of the year.

Typical customers are families with children who come from Rolla, the Turtle Mountain Indian Reservation and the surrounding 25 mile area which includes Dunseith and Manitoba, Canada.

The Business operates from an established, owned 1,983 SF building and has operated from this location under various owners since 1961.

Hours of Operation are:

- January—March Daily, 10 a.m.—8 p.m.
- April—September (Labor Day) Daily 10 a.m.—10 p.m.
- September (Labor Day) - October Daily 10 a.m.—8 p.m.
- November—December: Closed

During the past year the Business has undergone extensive remodeling. Inside there is a new ice machine, cooler extension, exterior freezer and a 3-door display cake freezer. Outside, a paved parking area was added and landscaping was enhanced. The Building was also repainted.

The Business' Point of Sale system is state-of-the-art and tracks when new product orders must be placed.



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Hiring and retaining quality, reliable employees has been key to successfully running the Business. Currently the Business has 23 employees consisting of 1 full-time manager, 2 assistant managers, 2 shift leaders who are trained in Business' operations and 3 cleaning personnel who perform heavy cleaning (grill and hood range, filter the fryers, sweep, mop and clean restrooms). Current employees are expected to stay on with the new owner after sale of the Business.

The franchise will be handed over to the new Owner upon sale.

Upon sale of the Business, the Owner is willing to help transition the Business to the new owner for a minimum of three months.

Key success factors for the Business include:

- Superior franchise support from the Dairy Queen Corporation
- Hard-working, dedicated employees who return season after season
- Drawing customers from surrounding areas
- Selling products at a lower price point than local competitors, attracting more family business
- Little to no competition

For more information on this business opportunity you may request the Confidential Business Review for complete details, call Steve Ilse.



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