

**PROFILE OF FRANCHISOR**

**DESCRIPTION OF THE FRANCHISE**

Name of the Franchise / Tradename: \_\_\_\_\_  
Date of registration of the trade name: \_\_\_\_\_  
Registration number: \_\_\_\_\_  
Coverage of the product and services: \_\_\_\_\_  
\_\_\_\_\_

**BIODATA OF THE FRANCHISOR / MASTER FRANCHISEE\***

Name of the company: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Postcode: \_\_\_\_\_ Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Name of the contact person: \_\_\_\_\_  
Designation: \_\_\_\_\_  
Registration number of the company: \_\_\_\_\_  
Date of incorporation / began business: \_\_\_\_\_  
Authorised capital of the company: RM \_\_\_\_\_  
Paid-up capital of the company: RM \_\_\_\_\_

*(Please enclose copy of all relevant documents pertaining company incorporation and the latest returns on ownership)*

\* delete where not relevant

## HISTORY OF FRANCHISING

Location of prototype: \_\_\_\_\_

Start date of the prototype: \_\_\_\_\_

Date began franchising: \_\_\_\_\_

Number of own outlet: \_\_\_\_\_ Franchised outlets: \_\_\_\_\_  
*(Please list address of all owned and franchised outlets)*

Total investment in developing the franchise system or purchase of the franchise\* RM \_\_\_\_\_

Name of the consultants and other professionals involved in the development/purchase of the system /format:

a. \_\_\_\_\_

b. \_\_\_\_\_

## DESCRIPTION OF THE FRANCHISE OFFERING

Location/s being offered: \_\_\_\_\_

Size of the premises: \_\_\_\_\_

Criteria of site selection: \_\_\_\_\_

Start-up investment, according to category:

a. Size: \_\_\_\_\_ Amount of start-up: RM \_\_\_\_\_

b. Size: \_\_\_\_\_ Amount of start-up: RM \_\_\_\_\_

Main criteria of selection of franchisees:

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Franchisee Fee payable: RM \_\_\_\_\_ (inclusive of start-up)

Royalty payable: \_\_\_\_\_ %      A&P contribution: \_\_\_\_\_ %

Other contributions: \_\_\_\_\_ % , please specify \_\_\_\_\_

[ % of Gross/Net\* of Sales (\*delete where not relevant) ]

Will franchisees be required to purchase any equipments and supplies

from the franchisor?

YES / NO \*

Areas of start-up and continuous support to be provided by

Franchisor: \_\_\_\_\_

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**CONTENTS OF THE FRANCHISE FORMAT**

[     ] where available , X not available , N/A not relevant ]

**1. The Standard Operating Procedures:**

a. Operating Manual : [   ]      Please describe its main

contents: \_\_\_\_\_

b. Training Manual : [   ]      Please describe its main

contents: \_\_\_\_\_

- c. Technical Manual : [ ] Please describe its main contents: \_\_\_\_\_
- d. Quality Control : [ ] Please describe its main contents: \_\_\_\_\_
- e. Marketing/A&P Manual : [ ] Please describe its main contents: \_\_\_\_\_
- f. Signages : [ ] Please describe its main features:  
\_\_\_\_\_
- g. Layout of the outlet : [ ] Please describe its main features: \_\_\_\_\_
- h. Control Systems : [ ] Please describe its main coverage: \_\_\_\_\_
- i. Procurement of equipments : [ ] Please describe its main arrangements: \_\_\_\_\_
- j. Procurement of supplies : [ ] Please describe its main procedures: \_\_\_\_\_
- k. Other Standardised Procedures : [ ], Please specify: \_\_\_\_\_

**2. Legal Documents:**

- a. Brochure on the franchise opportunity: [ ]
- b. Franchise Offering Disclosure Document: [ ]
- c. Standardised Franchise Agreement: [ ]
- d. Other legal support (e.g. on company incorporation, labour matters, tax matters relationship with suppliers, purchase or rental of premises, others, specify  
\_\_\_\_\_)

**3. Financial Determinants:**

- a. Breakdown of start-up cost, please give details: [ ]
- b. Estimated cash flow for 3 years of operations: [ ]
- c. Financial Analysis (ROI and Breakeven Point): [ ]
- d. Viability guidelines (Cost Analysis, Pricing Strategies, Sensitivity Analysis, etc.)
- e. Standardised accounting system (including Point-of-sales, invoicing and other formats) [ ]
- f. Guides on sources of funding [ ]
- g. Basis and calculation of Franchise Fee, Royalty and other contributions [ ]

**4. Marketing Arrangements:**

- a. Details information on the existing market share of the product/services [ ]
- b. Detail information on the existing competitors, please specify: \_\_\_\_\_ [ ]
- c. Guidelines on preparing a localised market study [ ]
- d. Guidelines on preparing a business plan [ ]

- e. Guidelines on product packaging & presentation [ ]
- f. Research & Development on market changes [ ]

**5. Technical Determinants:**

- a. SWOT on current technology: [ ]
- b. Guidelines on cost effectiveness of equipments and machineries to be used [ ]
- c. Guidelines on cost effectiveness of softwares and accessories to be used [ ]
- d. Input on technical support & maintenance [ ]
- e. Input on technical research & development [ ]

**6. Training**

- a. Training curriculum and resources, please describe duration and level of training [ ]

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- b. Evaluation of training effectiveness and the follow-up, please describe: [ ]

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- c. Continuous seminars and scheduled meetings [ ]

- d. Training method on skills development please specify: [ ]

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- e. Motivational development, counseling and family involvement, please specify: [ ]

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7. Other contents of the Franchise Format, please specify:

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