**PROFILE OF FRANCHISOR**

1. **DESCRIPTION OF THE FRANCHISE**
2. Name of the Franchise / Tradename:
3. Date of registration of the trade name:
4. Registration number:
5. Coverage of the product and services:
6. **BIODATA OF THE FRANCHISOR / MASTER FRANCHISEE\***
7. Company name: -
8. Address: -
9. Telephone No.: -
10. Fax No.: -
11. Name of contact person: -
12. Designation -
13. Registration number of the company:
14. Date of incorporation / began business: -
15. Authorise capital of the company: -
16. Paid-up capital of the company: -

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

1. **HISTORY OF FRANCHISING**
   1. Location of prototype: -
   2. Start date of the prototype: -
   3. Date began franchising: -
   4. Number of own outlets: -
   5. Franchised outlets: - (Please list address of all owned and franchised outlets)
   6. Total investment in developing the franchise system

or purchase of the franchise\* (RM) : -

* 1. Name of the consultants and other professionals involved in the development/purchase of the system /format: -

1. **DESCRIPTION OF THE FRANCHISE OFFERING**
2. Location/s being offered: -
3. Size of the premises: -
4. Criteria of site selection: -
5. Start-up investment, according to category: -
6. Size:
7. Size:
8. Main criteria of selection of franchisees: -
9. Franchisee Fee payable: -
10. Royalty payable: -
11. Advertising &Promotion fee: -
12. Other contribution: -

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

1. Will franchisees be required to purchase any equipment’s and supplies from the franchisor? YES / NO \*
2. Areas of start-up and continuous support to be provided by

Franchisor:

1. **CONTENTS OF THE FRANCHISE FORMAT**

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

|  |  |  |
| --- | --- | --- |
| 1. | The Standard Operating Procedures: |  |
| 2. | Legal Documents |  |
| 3. | Financial Determinants |  |
| 4. | Marketing Arrangements |  |
| 5. | Technical Determinants |  |
| 6. | Training |  |

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