



Ya Kun Kaya Toast
Coffee since 1944

Ya Kun International Pte Ltd
237 Alexandra Road #03-09/10 The Alexcier Singapore 159929
Tel: (65) 6222 4567 Fax: (65) 6222 9711 Email: franchise@yakun.com

Overseas/Master Franchise Application Form

Note: All information will be kept strictly confidential.

General Information

Name	
Address	
City	
Province/State	
Country	
Zip/Postal Code	
Primary Contact	
Telephone No.	
Fax No.	
E-mail Address	
Date of Incorporation	
Incorporated in City/State/Country	
Type of Organization	<input type="checkbox"/> Private <input type="checkbox"/> Public <input type="checkbox"/> Partnership <input type="checkbox"/> Other _____
Company Officer (s)/ Official Designated to Sign Master Franchise Agreement	

About Ya Kun Kaya Toast

<p>Have you visited a Ya Kun Kaya Toast outlet before?</p>	<p><input type="checkbox"/>Yes <input type="checkbox"/>No</p> <p>If so, where _____</p>
<p>What are you seeking in a business opportunity with Ya Kun Kaya Toast?</p>	
<p>Have you applied for a Ya Kun Kaya Toast Master Franchise before?</p>	<p><input type="checkbox"/>Yes <input type="checkbox"/>No</p>
<p>How did you hear about this Master Franchise Opportunity?</p>	
<p>What will your involvement be in the Master Franchise venture?</p>	
<p>Why do you believe you would be a successful Ya Kun Kaya Toast Master Franchisee?</p>	
<p>What region/country are you applying for?</p>	
<p>Please indicate in order of preferences, the territory where the company wishes to develop stores.</p>	<p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p> <p>5. _____</p>

Business Information

<p>Please describe the primary business of your company?</p>	
<p>Describe how, if at all, a Ya Kun Kaya Toast franchise will complement your existing business activities.</p> <p>Do synergies exist?</p>	
<p>Describe the competitive advantage that your group offers compared to other franchise applicants and other retail fast food operators in the market.</p>	
<p>How will the franchise development be financed? (identify sources of capital)</p>	
<p>Do you currently own any other food or retail franchises?</p>	<p><input type="checkbox"/>Yes <input type="checkbox"/>No</p> <p>If yes, please detail:</p>

Other Information (List all businesses in which the company has a financial interest.)

Business Name	Address	Position/Ownership %

Business References

Company Name	Contact Name	Contact No.	Address

Current Banking References

Bank Name	Contact Name	Contact No.	Address

Other Background Information

Have you or had any applicable partners, officers, directors, or shareholders with your business affiliations ever:

1. Had any administrative, criminal or civil action alleging a violation of any franchise law, fraud, embezzlement, fraudulent conversation, restraint of trade, unfair or deceptive practices, and misappropriation of property or comparable allegations?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2. Been convicted of a felony or pleaded “no contest” to a felony charge or been held liable in a civil action by a final judgement or been the subject of a material complaint or other legal proceeding such as felony, civil action complaint, misappropriation of property or comparable allegations?	<input type="checkbox"/> Yes <input type="checkbox"/> No
3. Been adjudged bankrupt or reorganized due to insolvency?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If you answered “Yes” to any of the questions above please explain:	

Acknowledgement & Authorization

I hereby confirm that the above information is true and complete to the best of my knowledge. I recognize that this application is in no way binding upon either party and that Ya Kun International Pte Ltd is not in any way obligated to franchise a store to me because of our execution of this document. I acknowledge that any false statement on this application shall be considered sufficient cause to deny any further consideration or cause revocation of any signed agreement with Ya Kun International Pte Ltd.

(Applicant's Signature)

(Date)

Business Plan Submission

Upon successful review of the capabilities of your group you will be requested to present a five-year Business Plan. Your Business Plan is expected to include:

1. Management Structure
 - Who will fill the key positions
 - Projection of the staffing needs for the next 5 years
2. Market Analysis
 - Demographic Overview
 - Competitive Overview
 - Economic and Political Overview
3. Development Plan
 - Five year development schedule
 - Identify primary trade areas
 - Identify sites for the initial two year period
4. Marketing Plan
 - Pricing and Positioning
 - Brand Development Strategy
 - Promotional Tactics
5. Financial Plan
 - Identification of sources of capital
 - Preparation of Pro Forma Financials including cash flow and capital requirements
 - Identification of Key Cost Components
6. Training of Operations Personnel
 - Identification of outlet personnel that will attend training

Thank you for completing the Ya Kun Master Franchise Application Form. We will contact you should your application be short-listed. Please allow at least 2 weeks for processing. Send your completed form to:

The Franchise Manager
Ya Kun International Pte Ltd
237 Alexandra Road
#03-09/10 The Alexcier Building
Singapore 159929

Email: franchise@yakun.com

Main: (65) 6222 4567 Fax (65) 6222 9711

International Master Franchise Application Process

Upon successful shortlisting of the Application Form, Ya Kun Kaya Toast provides a preliminary approval via email to proceed to the next step

Business Plan submitted by Applicant
(Ya Kun Kaya Toast will review the Business Plan is complete and suitable for this venture. Further information may be requested by Ya Kun Kaya Toast to further support the Application)

Master Franchise Feasibility Template completed and submitted by Applicant

Confidentiality documentation executed by both parties

Initial Meeting between Ya Kun Kaya Toast and prospective Master Franchisee

Initial Financial & Legal Documentation provided to prospective Master Franchisee (including Modeling Tools, Group Financials and Draft MOU)

MOU executed (and deposit paid)

Due Diligence conducted by both parties

Master Franchise Agreements (MFA) executed (and relevant fees paid)

Induction/Training Dates confirmed