1. **Executive Summary of Applicant.**

*(In general, state down the reason why you have chosen OldTown White Coffee as your business partner and why you think you are the right partner for OldTown White Coffee)*

**Applicant’s Background**

*(Please provide detailed background of the present organisation, roles and responsibilities. What would be your involvement in OldTown White Coffee business, if you are selected)*

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1. **Business Location**

*(Please state the full address of your intended location. Explain the overall surroundings)*

1. **Competitor Mapping**

*List some of the top food and beverage players within your proposed location.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Competitor 1 | Competitor 2 | Competitor 3 | Competitor 4 |
| Name |  |  |  |  |
| Years of Operation |  |  |  |  |
| Distance from your proposed location |  |  |  |  |
| Customer profile |  |  |  |  |
| Price range | Low Ave High | Low Ave High | Low Ave High | Low Ave High |
| Product Variety | Low Ave High | Low Ave High | Low Ave High | Low Ave High |
| Average Monthly Sales |  |  |  |  |

1. **Key Success Factors**

*(Please provide 5 main reasons why OldTown White Coffee will succeed in your intended location)*

1. **Resources**

|  |  |  |
| --- | --- | --- |
| **Type of Business Model** | **Generic** | **Signature** |
| Franchise/License Fees (RM) | 80,000 | 80,000 |
| Security Deposit | 30,000 | 30,000 |
| Training Fees | 10,000 | 10,000 |
| Technical Support Fee | 5,000 | 5,000 |
| CAPEX | From 700,000 | From 900,00 |
| *Please select which model interest you.(🗸)* |  |  |

1. **SWOT Analysis (Personal)**

Strengths :

Weaknesses :

Opportunities :

Threats :

1. **Other Information**

*(In 300 words, tell us why you should be shortlisted and be our business partner)*