



Please either mail your completed application to:

Prima Taste Franchise Department

Prima Food Pte Ltd

201 Keppel Road

Level 5 Office Block

Singapore 099419

Or submit via facsimile to (65) 6277 6890

Or email us at franchise.primataste@prima.com.sg

FRANCHISE APPLICATION FORM

Any information on this form will be kept strictly confidential. Prima Food Pte Ltd will use the information provided on this form for the sole purpose of evaluating prospective franchisees, and will not sell or provide this information to any party without the written consent of the applicant.

A. GENERAL INFORMATION

Name:		
Address:		
City:	Country:	Postal Code:
Tel: (Office)	(Home)	(Mobile)
Fax:	Email:	
ID No.:	Nationality:	
Date & Place of Birth:	Marital Status:	

For Individual applicant, please proceed to Section B

For Corporate applicant, please proceed to Section C

B. PERSONAL INFORMATION

Employment:

Present Position and Salary:	
Company:	Supervisor:
Address & Phone No.:	

B. PERSONAL INFORMATION *continued*

Education:

Highest Qualification Attained:
Name of College / University:
Year of Graduation:

Financial:

How much capital do you intend to invest for the Prima Taste Franchise?	
Cash on Hand:	Loans:
Stocks, Bonds & Securities:	Other Liabilities:
Other Assets:	

Others:

When will you be able to start the Franchise?
What would your involvement be in Prima Taste Franchise operations?

C. COMPANY INFORMATION

Name of Company:	
Country of Incorporation / Registration No. / Year:	
Paid Up Capital (US\$):	
Registered Address:	
Tel:	Fax:

C. COMPANY INFORMATION *continued*

Shareholding Structure:

Name	Nationality	Shareholding (%)

Financial Performance of the company (last 3 years if available):

Financial Year	Turnover (US\$)	Profit / Loss (US\$)

Types of loan, mortgages, credit and other liabilities that the company have:

Type of Financing	Amount (US\$)	Monthly Repayment (US\$)

D. ADDITIONAL INFORMATION

How did you learn about Prima Taste Restaurant Franchise?

Are you / the company presently a franchisee of any brand?

* Yes / No

If yes, please provide details of the franchise:

D. ADDITIONAL INFORMATION *continued*

Have you / the company ever been a franchisee of any brand before?

* Yes / No

If yes, please provide details of the franchise:

Why do you think you / the company will make an ideal Prima Taste Restaurant franchisee?

What are your goals and objectives for Prima Taste Restaurant in the next 5 years? You should include information such as revenue targets, profit targets and number of targeted outlets in your answers.

There are some basic ingredients to every successful business. If you were awarded a franchise, what would you do to make it successful (Please describe in detail)?

How much do you know about Singapore food and culture? State one thing you like about Singapore food and one thing about Singapore culture.

What are some of the challenges you foresee in operating a Prima Taste Restaurant in your country/city of interest?

E. SPECIFIC OUTLET INFORMATION (OPTIONAL)

Do you / the company presently have a location in mind that would be applicable for Prima Taste Restaurant Franchise?

* Yes / No

If yes, please provide the following details:

Outlet Address:

*Shopping Mall / Standalone Site

Description of Existing Business at the Location (if applicable):

Size of the Outlet (sq ft):

Expected Date of Outlet Availability:

Estimated Rent Per Month:

Rent Free Period:

F. DECLARATION AND REPRESENTATION

Please answer all the following questions:

Have you / the company directors ever been convicted of a criminal offence by court of law? * Yes / No
Have you or the company ever been declared bankrupt or become insolvent? *Yes/ No
If you have replied "Yes" to any of the above questions, please provide details:

The information contained in this statement is provided for the purpose of obtaining a franchise rights to use the trade name, methods and other intellectual property of Prima Food Pte Ltd. The undersigned understands that Prima Food Pte Ltd is relying on the information provided herein in deciding to grant the franchise rights. The undersigned hereby represents and warrants that the information provided is true and completed and that Prima Food Pte Ltd may consider the statements made as continuing to be true and correct unless a written notice of change is provided to Prima Food Pte Ltd by the undersigned. Prima Food Pte Ltd is authorized to make all inquiries they deem necessary to verify the accuracy of the statement made herein.

Applicant Name

Designation

Signature

Date

() Please delete where relevant.*