

DAVE'S DELI

Since '89

STRICTLY PRIVATE AND CONFIDENTIAL

The completion of this application form does not obligate you or Dave's Deli in any way or manner
This is not a contract.

FRANCHISE APPLICATION FORM

DO NOT WRITE BELOW THIS LINE. TO BE COMPLETED BY DAVE'S DELI PERSONNEL ONLY.

Food Discoveries (M) Sdn Bhd
11A-15, Jalan PJU 1A/12, Taman Perindustrian Jaya,
46050 Petaling Jaya, Selangor D.E.

Email: franchise@davesdeli.com.my

APPLICATION INFORMATION

Full Name: _____ Sex: _____

NRIC / Passport No: _____ Nationality: _____

Date of Birth: _____

Mobile Number: _____ Email Address: _____

Residential Address: _____

Marital Status: _____ Highest Education Level: _____
 Single Married Other Secondary Diploma Degree Postgraduate

Current Occupation: _____

Current Employer / Business: _____

Have you ever been convicted of any charge other than minor traffic offences? If yes, please explain:

Are there any outstanding judgements against you? If yes, please explain:

APPLICATION TYPE

Are you applying as:
 Individual Partnership Company (Sdn Bhd)

If Company:
Company Name: _____

SSM Registration No.: _____ Year Incorporated: _____

Directors / Shareholders: _____

Will there be any additional investors or partners in this franchise?
 Yes No

If yes, please list names and shareholding.

BUSINESS EXPERIENCE

Have you previously owned or operated a business?

Yes No

If yes, please provide details.

Business Name: _____

Industry: _____

Years of Operation: _____

Your Role: _____

Have you previously owned or managed an F&B outlet?

Yes No

If yes, please describe:

Maximum number of staff you have managed:

Have you ever closed or exited a business?

If yes, please explain.

FRANCHISE CONCEPT PREFERENCE

Which Dave's Deli concept are you interested in?

- Express (Food court / compact footprint)
- Standard (Typical mall restaurant)
- Premium (Large format flagship outlet)
- Open to recommendation by franchisor

Preferred outlet size:

- 800 – 1,200 sq ft
- 1,200 – 2,000 sq ft
- 2,000 – 3,000 sq ft
- Flexible depending on location

Preferred State / City: _____

Preferred Mall or Area: _____

First Choice: _____

Second Choice: _____

Third Choice: _____

Have you already identified a potential site?

- Yes No

If yes, please provide details.

FRANCHISE UNDERSTANDING

Please confirm that you understand the following key aspects of the Dave's Deli franchise system.

- Franchise fee payable upon signing the agreement
- Royalty fee of 5% of monthly gross sales
- Advertising contribution of 1% of monthly gross sales
- Franchise term of 6 years
- Franchisees are expected to operate the business in accordance with the franchisor's operating system and procedures

BACKGROUND INFORMATION

Why are you interested in owning a Dave's Deli franchise?

Have you ever visited a Dave's Deli outlet before? If yes, where?

What do you believe makes a franchise business successful?

If sales decline for several months, what actions would you take to improve performance?

Where do you see yourself in the next 5 years as a business owner?

DECLARATION

I declare that the information provided in this application is true and accurate to the best of my knowledge. I understand that submission of this form does not guarantee approval and that additional documentation may be requested by the franchisor during the evaluation process.

Name: _____

Signature: _____

Date: _____

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Financial Capability:
 Strong Adequate Weak

Operational Suitability:
 Strong Moderate Weak

Commitment Level:
 High Moderate Low

Location Potential:
 Strong Moderate Weak

Overall Recommendation:
 Proceed to Interview Request More Information Reject

Notes: