Self Introduction Form -  **Please provide by 31 August 2018**

Country………………………………………………………………………………………………………

Name of Franchise Applicant ……………………………………………………………………….

 Individual Company

If individual or juristic body by group, please let us know

 Male - Background / occupation ……………………………………………………………

………………………………………………………………………………………………………………….

 Female - Background / occupation …………………………………………………………

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Type of Business …………………………………………………………………………………………

Name of brand/ shop name / service facilities / work accomplished ?

…………………………………………………………………………………………………………………...

…………………………………………………………………………………………………………………….

Your strength in F & B franchise in your country……………………………………………..…

……………………………………………………………………………………………………………………..

EMAIL…………………………………………..…..Contact person………………………………………

Tel………………………………..Line id/weChat………………………………………………………

Company website / Facebook / line, and etc. ………………………………………………………

Are you in **food / beverage** business ?  Yes  No

Are you in **retail / property** business ?  Yes  No

For F & B/Real Estate, how many outlet / branch at present ? ……………Branches

**Please provide by 31 August 2018**

1 Please Explain your own understanding in our “After You” brand.

2 Suppose you acquire our franchise right, please draw or show your planned structure ? New Co. name and type of Co ? (if any)

 2.1 Shareholder Structure - names and their background or work experiences, percentages and amount of investment

 2.2 Org. Chart - Name of Persons and Departments in charge / Sections with their background and work experience

3 Explain your Marketing Strategy if you are the Franchisee of “After You Dessert Café” ?

4 Your After You café’ Branch Expansion Plan each year (Year 1 - 5 ) and afterwards

 4.1 Please provide details of new branches location

 4.2 Please provide number of seats and size space at each branch.

5 Projected Financial Statement of new Co.(or new profit & cost center of After You’s businesses exclusively ) (Year 1- 5).

 Tip 1 : Please Note that 80% of Semi-finished dishes and material will be shipped (controlled temperature) from Thailand on franchisee’s expenses.

 Tip 2 : Local purchases are allowed for some fresh fruits, daily products such as whipped cream , ice-cream , milk and etc. under After You Plc.’s prior approval.

 5.1 Please state your assumptions used clearly. For instance,

 5.1.1 Your Pricing Strategy and suggested retailed price for all major products and beverage ?

 5.1.2 Your assumption in Cost of Goods Sold & logistic, Selling Expense, Marketing Expense, Admin. & Staff expenses and other related expenses (such as halal & health certificate, overhead, utilities, depreciation, and etc.)

 5.1.3 Each Branch, How large rental space ? and How rental fee is calculated ?

 5.1.4 Type and Amount of Debt incurred ? (if any) How much Interest Rate used in the model ?

If you have many files to send , please name the files by item number shown in this table and send to ir@afteryou.co.th. Thank you for your kind support.