**Franchise Application Form**

Country

Company name

 Type of business

 Name of brand(s)

 References (Website, Facebook, etc.)

 Contact person Position

 Email Phone

Products

Franchise

 Your request

 Requests or other details

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**Business Plan Guideline**

**Please answer the questions below:**

1. Please tell us about After You in your opinion.

1.1. Please explain your understanding of “After You” brand.

1.2. What do you like about After You?

1.3. Why would you like to be After You franchisee?

1.4. Which item do you think it would be “best-selling product” in your country?

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: please indicate names and their background or work experiences, percentages and amount of investment

 2.2. Name of Persons in charge or Project manager with their background and work experience.

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

 3.1. Marketing plan (For the digital marketing, if you would like to promote by KOL. Please give us some KOL names)

3.2. Positioning of After You

 3.3. Competitors analysis

4. Your After You café branch expansion plan each year (Year 1 - 5) and afterwards

 4.1. Shop locations

 4.2. Number of seats and shop size at each branch

 4.3. How After You shop will look like if there’s After You Café in your country? (Please provide us shop design, staff uniform, etc. reference)

5. Projected Financial Statement (expected revenue, cost (COGs, transportation, rental, manpower, etc.) and expected profit for 5 years).

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

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

 Remark 3: Please state your assumptions used clearly. For instance,

 3.1. Your Pricing Strategy and suggested retailed price for all major products and beverages?

 3.2. 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.)

 3.3. Each branch, the size rental space and how rental fee is calculated?

 For franchise application, we accept the form via email only. Please email your application with business plan to supisara.wec@afteryou.co.th