

## U.S Franchise Trade Mission to Vietnam and Indonesia

December 6-13, 2011

### Application Form and Questionnaire

#### Contact Information:

Company Name:

Address:

City:

State:

Zip Code:

Company Web Site:

Contact Person:

Title:

Contact Phone:

Email:

Fax:

Alternate Contact:

Title:

Alternate Phone:

Email:

#### Company Info:

Service Industry:

Business Type (select):

Franchisor

Consultant

Member of the International Franchise Association

Other (specify)

Industry Ranking:

Year Founded:

Year Company started franchising:

Number of Employees (estimated):

Annual Sales (select):  Less than \$5 million  
 \$5-10 million  
 More than \$10 million

Brief Company Description:

Number of Franchise Units in U.S.:

Number of Company-Owned Units in U.S.:

Number of Countries you have a presence in:

Total number of units in overseas markets:

Has the company exported to Vietnam and/or Indonesia before?  Yes  No

If Yes, explain:

List the overseas markets you have a presence in:

List other markets you are currently exploring:

**U.S. Commercial Service Programs**

Are you currently working with your U.S. Commercial Service office?  Yes  No

If Yes, please provide City and Trade Specialist name:

Has your company ever participated in a :

- Franchising Gold Key
- Franchising International Partner Search
- International Franchising Seminar
- Trade Mission
- Other (specify):

**Franchise System Information:**

Describe your franchise service offering including its competitive advantages and unique selling proposition. Include its applications and unique features that differentiate your service from that of the competition (i.e. purchasing power, proprietary software, brand leverage, etc.)

Outline what your franchise system has to offer a prospective master licensee or franchisee.

Who are your major competitors at home and abroad?

List the most important end-users or end-user industries for this type of service.

What type of licensing or registration does your service offering/range of products require in the U.S.?

Does your company produce or have rights to export this service?  Yes  No

**Business Objectives:**

What do you hope to achieve by participating in this trade mission? (check boxes)

- Identify potential master franchisee/s
- Identify individual franchisee/s
- Identify area developer/s
- Achieve market exposure
- Gather local industry knowledge
- Make new general business contacts
- Other objectives or requirements(specify):

**Local Market Focus:**

Why are you interested in bringing your franchise concept to Vietnam and Indonesia?

If you have conducted specific research or investigated the market in Vietnam and/or Indonesia before, please provide details of your findings:



If your franchise has previously been in Vietnam and/or Indonesia or is currently represented there, please provide details:

Have you received any unsolicited inquiries about franchise opportunities in Vietnam and/or Indonesia? If so, please provide details:

## **Terms of Agreement**

Outline details of the terms of agreement for Vietnam/Indonesia:

Master licensee or area developer fee:

Unit franchise fee:

Royalties:

Advertising/marketing/other fees:

Startup costs/initial capital investment:

Duration of proposed agreement:

Planned development schedule for this market (number of units over x amount of time):

Other:

Indicate the territory for this franchise opportunity:

Provide details of training including location, duration and costs:

Where will your support center be located for this market?

What percentage of equipment/product used to establish the franchise in the overseas market will be:

Sourced in the U.S. and exported to the foreign market?

Sourced in the foreign market?

**Candidate Profile and Search Strategy:**

Provide a detailed description of your ideal candidate profile. Include any preferred qualifications/requirements such as specific industry expertise; access to industry players; current business infrastructure; existing client base; company size; or other resources/capabilities. Include a list of possible sectors to target:

If you have appointed master licensees in overseas markets, provide a brief outline of their profiles and indicate how you sourced these leads:

**Financial Requirements:**

Candidate Financial Net Worth:

Minimum Required Investment:

Minimum Operating Capital:

Please provide details of a successful search strategy you have used in the past:

Are there any specific types of companies that you would NOT like us to contact?

**Additional Certification:**

In connection with its participation in this trade mission, Company/Participant certifies that:

- (A) The export of the products and services that it wishes to sell would be in compliance with U.S. export controls and regulations;
- (B) Company/Participant has identified to the Department of Commerce for its evaluation any business pending before the Department of Commerce that may present the appearance of a conflict of interests;
- (C) Company/Participant has identified any pending litigation (including any administrative proceedings) to which it is a part that involves the Department of Commerce; and
- (D) Company/Participant agrees that it and its affiliates (1) have not and will not engage in the bribery of foreign officials in connection with Company's/Participant's involvement in this mission, and (2) maintain and enforce a policy that prohibits the bribery of foreign officials.

The undersigned hereby certifies that the information provided above is true and correct.

---

Signature of Duly Authorized Company/Participant's Representative

(Print Name and Title)

(Date)