

## FRANCHISE RECIPE FOR SUCCESS

### Stage

# 01

#### Distinctive Brand

As a Franchisee, you will have instant access to the Chong Qing Grilled Fish brand name, which is a brand leader in the mainland Chinese culinary scene in Singapore. All restaurants will have a unique and distinctive design as well as coordinated marketing collaterals that enable Chong Qing Grilled Fish to stand out from the crowd.

#### Ease of Operation

With our background and experience in running Chong Qing Grilled Fish restaurants, we are able to provide Franchisees with all the training and support they will need to set up and get going in the Business. You will shorten your learning curve by tapping onto Chong Qing Grilled Fish's proven business system and methods that have been built and rigorously tested. Even Franchisees with little or no background in F&B can confidently run the Chong Qing Grilled Fish business.

### Stage

# 02

### Stage

# 03

#### Complete Initial Training

We are committed to making sure that all Franchisees and their staffs are trained to the standards required for Chong Qing Grilled Fish. We have a thorough training program to ensure that everyone in the Chong Qing Grilled Fish team can confidently and competently carry out the operations.

#### Restaurant Set-Up and Design Guidance

We will provide hands-on assistance with site selection, as well as useful guidelines and standards on interior design and set up requirements, to ensure that every Chong Qing Grilled Fish restaurant looks attractive and is consistent with the brand identity.

### Stage

# 04

### Stage

# 05

#### Chong Qing Grilled Fish Operations Manual

Every Chong Qing Grilled Fish Franchisee will be provided with a set of Operations Manual. This will be a handy reference guide containing necessary and useful information for running your restaurant as well as for training and managing your staff.

#### On-going Support

As part of Chong Qing Grilled Fish's dedicated support to its Franchisees, a management and audit team will visit your Territory to review your business operations, identify deficiencies, assist in problem-solving and render advice on operations to improve performance. Any improvements or updates to Chong Qing Grilled Fish's business systems and methods as well as the development of new or improved recipes will be shared with all Franchisees.

### Stage

# 06



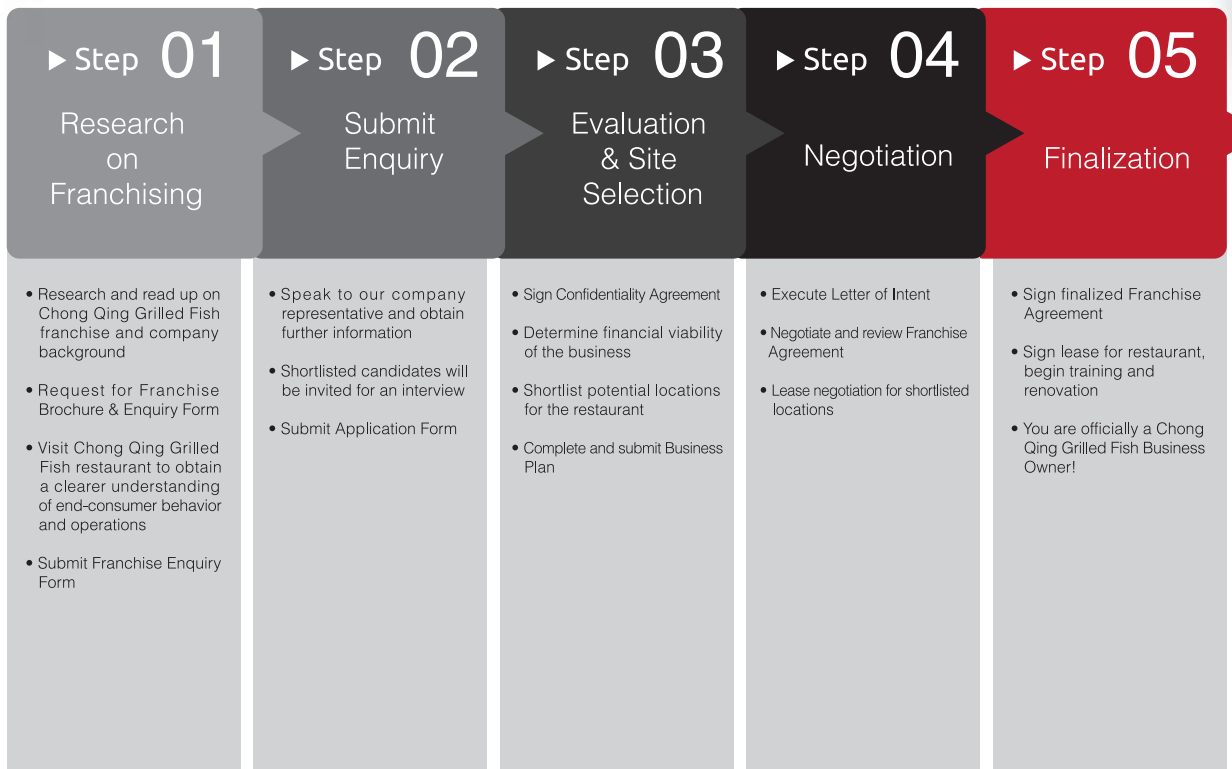
加  
盟

## FRANCHISE TYPE

Chong Qing Grilled Fish is offering franchise opportunities through the Single Unit Franchise Model. Franchise fee and System basically consist of an initial franchise fee , on-going royalty payments and contributions to a local marketing and PR fund.



## FRANCHISE PROCESS



## INVITATION TO JOIN

Chong Qing Grilled Fish welcomes you to join our family if you are one who:

- Has a passion for the Chong Qing Grilled Fish food concept
- Believes that arts and culture can be integrated with the dining experience
- Is committed to manage the franchise on a full time basis
- Is willing to comply with a structured franchise system maximizing the customer experience

For more information on franchise opportunities, please contact us at  
Singapore Head Office:  
109A Jalan Besar Singapore (208829)  
Fax : (65) 6299 3583  
Email : franchise@8ightbar.com

Visit our website  
[www.cqgf.com](http://www.cqgf.com)



## Your Passion

What's your passion in Food & Beverages industry?

---

How did you come to hear about Chong Qing Grilled Fish?

---

What do you raise Chong Qing Grilled Fish for?

---

Why are you interested in this opportunity?

---

What will be your role in the business (director ,investor,proprietor etc.)?

---

Have you visited Chong Qing Grilled Fish Restaurant?YES / NO

---



## Your Experience

Please provide details of your experience in F&B, Hospitality and/or franchise business.

---

## Your Knowledge

Please provide detailed knowledge of your local market and culture (demographics ,competition etc.)

---

What are your special business skills and experience (accounting, tax, legal, marketing & branding, IT, HR, supply chain management, real estate)

---

## Your Resources

What is your access to financial resources (personal, partnerships, debt equity)?

---

What is your access to materials resources (real estate, PR, and marketing, F&B supplies etc.)

---

## Your Business

Do you have or your spouse ever applied for or any other regional or local franchise business? Please provide details.

---

What other experience do you have in the (franchising) Sichuan Chinese Culinary Restaurant industry in your area?

---

Do you have partners in this business? Please provide sufficient details

---

Please let us know the profile of the franchisee? Capital , Annual Profit, Annual Sales, Number of employees

---

What is the business domain of the company? Does it include retail business, particularly restaurant business? Please provide details.

---

## Your Vision

How many restaurants would you expect to open in your region in the first 12 months,And overall?

---

When would you open your first outlets (in 3/6/9/12 months)?

---

Are there any other franchise opportunities you are currently looking into? Please list them here or specify 'none'.

---



## Your Investment

How much investment capital is immediately available (currency and amount)?

A: Less than SGD\$250000      B: SGD\$250000-\$350000  
C: SGD\$350000-\$500000      D: More than SGD\$500000

Do you have a credit line for this business?

Do you have any question? Please kindly do not hesitate to share it with us. It is always our greatest pleasure to be at your services.



## Your Knowledge

Date Of Application : \_\_\_\_\_  
First Name : \_\_\_\_\_ Family Name : \_\_\_\_\_  
Title : \_\_\_\_\_ Reference : \_\_\_\_\_  
Company/Affiliation : \_\_\_\_\_  
Address : \_\_\_\_\_  
Date Of Birth : \_\_\_\_\_ Are you of legal age : Yes/ No  
Gender : Male/Female City : \_\_\_\_\_  
Country Citizenship : \_\_\_\_\_ Job Title: \_\_\_\_\_  
Department : \_\_\_\_\_ Email: \_\_\_\_\_  
Phone Number : \_\_\_\_\_ Mobile Number : \_\_\_\_\_  
Facsimile : \_\_\_\_\_ Skype ID: \_\_\_\_\_  
Other Number : \_\_\_\_\_ Other (Contact) Information : \_\_\_\_\_

What type of franchise partnership are you interested in?  
Single Restaurant Franchise / Multiple Restaurant Franchise

Have you ever been convicted of crime or its equivalent? YES/NO

Has a judgement/lien/bankruptcy been filed against you or have you been involved in any litigation proceedings within the last 5 years? YES/NO

## Your Resources

I do hereby represent that all of the above answers are true and complete to my best knowledge and belief. I recognise that 8 Bar Pte Ltd is not in any way obligate to franchise a restaurant to me because of our execution of this document. I acknowledge that any false statement on this application shall be considered sufficient cause to deny any further consideration or cause revocation of any signed agreement with 8 Bar Pte Ltd. I understand that an inquiry regarding my character, general reputation, personal characteristics, financial background and general fitness for being a 8 Bar Pte Ltd franchisee may be made as a result of this application. In addition, by signing below I release any and all former and / or present employers, and any other personal or business references, from any liability whatsoever in connection with 8 Bar Pte Ltd attempts to investigate my background and determine my fitness to become a franchisee. I hereby authorise the release of any and all documents, records, and other information, pertaining to me to 8 Bar Pte Ltd, A copy of this authorisation may be used in place and shall be valid as original. I understand that this application is considered active for 90 days from the date below. I understand that 8 Bar Pte Ltd reserve the right to reject my application without assigning any reasons whatsoever.

Applicants Signature & Date

Spouse's Signature & Date

Thank you for completing the 8 Bar Pte Ltd Franchise Application Form. We will contact you when your application has been short-listed. Please allow at least 2 weeks for processing. Send your completed form to:

The Franchise Manager  
8 Bar Pte Ltd  
109A Jalan Besar Singapore 208829  
Email: franchise@8ightbar.com  
Main: +65-62912639 Fax: +65-62993583

This Section Is Only For Official Use Only:

Application received on: \_\_\_\_\_  
Interviewed By: \_\_\_\_\_  
Status: \_\_\_\_\_

Presentation Date: \_\_\_\_\_  
Interview date/s: \_\_\_\_\_  
Offers: \_\_\_\_\_