



## EXPRESSION OF INTEREST FORM



If a group of individuals are planning to jointly set up the Merwans Confectionaries, please photocopy

SECTION I: - Personal Fact Sheet and fill the details of respective members.

For which City/Suburb do you intend to take up a franchisee? \_\_\_\_\_

All future correspondence should be addressed to:

Name : \_\_\_\_\_

Address : \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Pin Code \_\_\_\_\_ State \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

# Section 1: Personal Fact Sheet

1. Name : \_\_\_\_\_  
 (First Name) (Middle Name) (Surname)

2. DOB\* : \_\_\_\_\_

3. Address : \_\_\_\_\_  
 \_\_\_\_\_

\_\_\_\_\_ Pin Phone Cell



4. Educational Qualification beginning with the most recent

Qualification	Year of Passing	Name of Institution

5. Current Occupation:                      Service                      Business                      Others

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(To be filled in by those in service)

Name of current employer : \_\_\_\_\_

Designation : \_\_\_\_\_

Previous Work Experience

Period	Organisation Name	Designation	Responsibilities

(To be filled in by those in business)

Company Name(s)	Proprietary/ Partnership/ Private Ltd/ Public Ltd.	Nature of Business	Products/ Services	Years in Business	People Employed	Turnover (Rs. in lakhs) Last 3 years		
						1st	2nd	3rd

Others:


6. Does your professional background involve any of the following? (Please tick)

Marketing/Sales

Man Management

Broker

Financial Services

Industry professional

Have Multiple businesses

7. How soon can you free yourselves from present commitments to start this possible association with Merwans Confectionaries?

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### Section II: The Proposed Venture

1. How do you propose to set up the Merwans Confectionaries Centre? (Please tick)

Proprietorship  Partnership

Is the Proprietorship/Partnership already in existence Yes  No

If yes, what is the name of the Business \_\_\_\_\_?

1(a) IT-PAN number \_\_\_\_\_

(In case of partnership give the names of the partners and their addresses and in case of a company please give the name of the directors with their addresses)

- Proof of status : Partnership Deed
- Last 3 years of accounts
- Copy of IT returns
- Statement of Financial position.
- References from bank giving Name of the party and address

Address of proposed Merwans Confectionaries Centre:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Area of space available : \_\_\_\_\_

2. Brief profile of the party

Response

Estimated investment : \_\_\_\_  
 In fixed asset : \_\_\_\_\_  
 In working capital : \_\_\_\_\_  
 Please attached detailed working  
 Cash flow / ROI projections: \_\_\_\_\_

Has the party agreed to bring the investment and working capital?  
 Attach letter showing interest

How do you propose to raise funds for this business?

Own Capital (Rs. Lakhs) \_\_\_\_\_ %  
 \_\_\_\_\_  
 Loans from financial institutions (Rs. Lakhs) \_\_\_\_\_ %  
 \_\_\_\_\_  
 Other sources (Rs. Lakhs) \_\_\_\_\_ %  
 \_\_\_\_\_

Percentage of own funds to total funds : \_\_\_\_\_

3. Depending on plan approved for desired location approximately 650-700 Sq. Ft carpet area will be required (depends on the business model chosen)

Do you already possess a site? Yes  No   
 If no, do you have a site in mind? Yes  No

If yes, fill in the details below

Nature of Agreement* Ownership / Rental / Long Term Lease	Lessor Name	Period of Lease	Carpet Area	Location Commercial Area / Residential Area

Lease Rentals : Rs. \_\_\_\_\_ / sqft

: Rs. \_\_\_\_\_ / month

\* Please provide copy of agreement

If no, how long will it take to locate the site? \_\_\_\_\_ Months



**Financial position**

a. Details of Individual / Firms assets (independent of the proposed Merwans Confectionaries Centre)

b. Immovable property:

Details of property	Area	Market value Rs. Lacs

(Copy of municipal Tax / Land Revenue tax receipt)

c. Movable property

**Investments**

- Copy of deposits
- Investments made
- Proof of ownership

**Others**

**Total:**

4. How will you be able to contribute in terms of personal skill and attributes to make the Merwans Confectionaries Centre a success?

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5. Why are you interested in a particular City/Suburb and a particular location that you mentioned above to take the franchisee?

- I have my own place in the city / location \_\_\_PUNE
- I know the city/location well and found great potential for a concept like that of Merwans
- I don't know
- Other \_\_\_\_\_



**Section III: Details of the Proposed venture**  
**(To be filled by those who own existing Center)**

1. Is your organisation accredited/affiliated to any other business similar to that of Merwans?

YES  NO  (If yes, provide details)

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2. Which other similar profile of sales operators are in your town/city/locality that you consider as major competitor in this space?

NAME OF BRAND/CENTER	TYPE OF SERVICES OFFERED	AVERAGE EARNINGS PER MONTH

3. Why are you interested in franchising?

- Great Investment option
- Unique Business opportunity
- I don't know
- Other \_\_\_\_\_

4. What do you know about Franchising?

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5. If you invest (x) amount how much ROI do you expect on it every year?

- A. 10%
- B. 15%
- C. 20%
- D. 25%





E. 30%

6. Why are you interested in a **Merwans Centre**?

- I already have an existing business however I feel it is underutilized therefore partnering with **Merwans** will be better
- I am a passionate person with keen interest in business and now wish to get associated with **Merwans**
- Somebody recommended me
- This is the best franchisee deal amongst other franchisee deals
- Other \_\_\_\_\_

7. I/We agree to abide by Commercial operating procedures?

Yes  No

8. I/We, declare that I/We do not have franchise of any other business directly or indirectly or through my/our relatives and associates similar to the one offered by **Merwans**

9. I/We, hereby certify that I/We shall remain the applicants and if there is any change in the composition of applicants before signing of agreement or opening of franchise. I/We hereby agree to get the new applicants as well as the new form of organization approved by Merwans Confectionaries. We agree to the rejection of this application if the changes are not approved by **Merwans**.

10. I/We certify that all the information in this application form and on any attachments thereto is true and accurately represents my/our current and continuing financial conditions. I/We understand that any misrepresentation in this statement may result in rejection of this application.

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**(Name of applicant)**

**(Signatures)**

**(Date)**



**TO BE USED BY MERWANS**

**Recommended for issuing of LOI**

Signatory Authority

Name:

Designation:

Signatory Authority

Name:

Designation:

Signatory Authority

Name:

Designation:

