

Dear Applicant,

Thank you for your enquiry about operating a 7-Eleven Convenience Store Franchise in Hong Kong.

The 7-Eleven Franchise is a business system and allows an individual to establish a relationship with 7-Eleven to help grow the business and to distribute its products. The franchisee pays a franchise fee to use the 7-Eleven business model and leverage its brand, while agreeing to follow the operational terms of the franchise agreement.

The 7-Eleven Franchise offers qualified individual the opportunity to run a business which should become the mainstay of his or her living. It is not intended to be a vehicle for joint venture with companies or business entities.

Before submitting your application, you, as an individual, are advised to review if you can meet the following qualification criteria:

- Be a permanent resident in Hong Kong and be at least 21 years old;
- Be able to obtain and maintain all licenses necessary for the store operation;
- Have approximately HK\$480,000 to HK\$780,000 ready for the franchise fee and deposit on initial inventory;
- Have not filed for bankruptcy within the last seven years;
- Have no prior criminal record and will personally be able to perform as a full-time store manager and dedicated to be involved in the day-to-day operation of the business;
- Have or will recruit 7-10 people to work for you as your own employees;
- Be able to read, write and speak Cantonese/Chinese at a proficient level, and able to communicate in basic English and Mandarin;
- Be able to receive 60-90 days of on-the-job training

The application process is simple, please complete and submit the attached application form along with the related supporting documentation through fax, email or direct mail to us:

- Fax no: 2299 4136
- Email: franchise@7-eleven.com.hk
- Postal Address: 3/F., Devon House, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong

We will reply within 4 weeks upon receipt of your application.

Yours faithfully,

Franchise Department

Encl.

7-ELEVEN® Franchise Application Form

NOTES TO APPLICANTS

1. To expedite processing of your application, please ensure all the information is provided as requested:
 - completed application form;
 - a copy of your ID;
 - graduation certificates/transcripts;
 - resume;
 - financial information; and
 - other relevant documents to support information stated in your application.
 2. The information provided will only be used for franchisee recruitment or related purpose in the company. It may be accessible to officers or persons who will process the application. Information on all unsuccessful candidates will be destroyed after six months from the date of application.
 3. Enquiry regarding applicants, general reputation, personal characteristics, financial background and general fitness for being a 7-Eleven franchisee may be raised during the application process.
 4. You may attach additional sheets of paper showing further information that The Dairy Farm Company, Ltd. should consider.
 5. Under the Personal Data (Privacy) Ordinance, you may request for access to, and/or correction of your personal data in relation to your application. If you wish to do so, please write to Franchise Department, 3/F Devon House, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong.
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1. Personal Particulars

Name in English :	Mr <input type="checkbox"/> Ms <input type="checkbox"/> Miss <input type="checkbox"/>	Please insert your recent photograph here.
Name in Chinese (if applicable) :		
HK ID Card no. :		
Home Address :		
		1.1 Personal Particulars (Spouse)
Phone no. (Home) :	Name in English :	
(Mobile) :	Name in Chinese (if applicable) :	
Email :		
HK Permanent Resident : Yes <input type="checkbox"/> No <input type="checkbox"/>	Mr <input type="checkbox"/> Ms <input type="checkbox"/> Miss <input type="checkbox"/>	
* Marital Status : Single <input type="checkbox"/> Married <input type="checkbox"/>	Phone no. (Mobile) :	
Others <input type="checkbox"/> (Please specify) _____	Name of the Company :	
* No. of Children : No <input type="checkbox"/>	Position held :	
Yes (Please specify age) _____	Annual income :	

2. Language / Techniques Proficiency

	Spoken				Read / Write / Technique		
	Fluent	Fair	Fluent		Fluent	Fair	Fluent
Cantonese	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	English	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Putonghua	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Chinese	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
English	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Computer Knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Education and Academic Qualification (in chronological order)

Highest Level of Education :	<input type="checkbox"/> Primary <input type="checkbox"/> Junior High : Form 1 to Form 3 <input type="checkbox"/> High School : Form 4 to Form 6/7 <input type="checkbox"/> Certificate <input type="checkbox"/> Diploma <input type="checkbox"/> Degree <input type="checkbox"/> Master <input type="checkbox"/> Others : _____						
From (MM/YYYY)	To (MM/YYYY)	School, College or University etc	Highest standard/ Level attained				

* Optional

4. Employment Record (Please list the latest four positions)

Name of the company :	Business nature :
Period employed from (MM/YYYY) :	To (MM/YYYY) :
Position held :	Duties & responsibilities :
No. of staff under your management :	
Salary :	Reason for leaving :
Proof : Yes <input type="checkbox"/> No <input type="checkbox"/>	

Name of the company :	Business nature :
Period employed from (MM/YYYY) :	To (MM/YYYY) :
Position held :	Duties & responsibilities :
No. of staff under your management :	
Salary :	Reason for leaving :
Proof : Yes <input type="checkbox"/> No <input type="checkbox"/>	

Name of the company :	Business nature :
Period employed from (MM/YYYY) :	To (MM/YYYY) :
Position held :	Duties & responsibilities :
No. of staff under your management :	
Salary :	Reason for leaving :
Proof : Yes <input type="checkbox"/> No <input type="checkbox"/>	

Name of the company :	Business nature :
Period employed from (MM/YYYY) :	To (MM/YYYY) :
Position held :	Duties & responsibilities :
No. of staff under your management :	
Salary :	Reason for leaving :
Proof : Yes <input type="checkbox"/> No <input type="checkbox"/>	

5. Business Ownership History

Name of the company :	Business nature :
From (MM/YYYY) :	To (MM/YYYY) :
Position :	Duties & responsibilities :
No. of staff under your management :	
Profit/Loss (\$/year) :	Reason for termination :
Proof : Yes <input type="checkbox"/> No <input type="checkbox"/>	

Name of the company :	Business nature :
From (MM/YYYY) :	To (MM/YYYY) :
Position :	Duties & responsibilities :
No. of staff under your management :	
Profit/Loss (\$/year) :	Reason for termination :
Proof : Yes <input type="checkbox"/> No <input type="checkbox"/>	

6. Financial Statement (Please provide proof of relevant documents)

Assets (HK \$ market valued)		Liabilities (HK \$ market valued)	
Cash	\$ _____	Loan	\$ _____
Forexchange	\$ _____	Overdraft (credit cards)	\$ _____
Shares/Bonds/Funds	\$ _____	Real estate mortgages payable	\$ _____
Real Estate	\$ _____	Other mortgages (E.g. vehicle, yacht...)	\$ _____
Others (please specify)		Others (please specify)	
_____	\$ _____	_____	\$ _____
_____	\$ _____	_____	\$ _____
_____	\$ _____	_____	\$ _____
Total assets	\$ _____	Total liabilities	\$ _____

Monthly Family Income (HK \$)		Monthly Family Expenditure (HK \$)	
Wages/salary	\$ _____	Mortgage repayments	\$ _____
Bonuses & commissions	\$ _____	Loan repayments	\$ _____
		Credit cards	\$ _____
		Rent	\$ _____
		Living Expenses	\$ _____
Others (please specify)		Others (please specify)	
_____	\$ _____	_____	\$ _____
_____	\$ _____	_____	\$ _____
_____	\$ _____	_____	\$ _____
Total income	\$ _____	Total expenditure	\$ _____

7. Franchise Business Plan

I. How did you first find out that 7-Eleven offers franchise opportunities?

Advertising Newspaper/magazines Internet Friends

Others : _____

II. How and why you became interested in 7-Eleven to franchise?

III. What do you think about 7-Eleven as a brand?

IV. What are the strengths and opportunities of 7-Eleven?

Strengths :

Opportunities :

V. How do you define excellent customer service? And how will you demonstrate such during daily store operations?

VI. As a franchisee, how would you maintain and /or enhance the 7-Eleven business image?

VII. As a franchisee, what action you can take to cope with business recession?

VIII. Are you prepared to work full time in-store for daily operation?

Yes No Reasons : _____

IX. Any family members or friends directly involved with the day-to-day store operation?

Yes Relationship: No. of family members _____ No. of friends _____

No

X. Return expectation (monthly) : HK \$ _____

How would you plan to obtain this? _____

XI. What is your future development plan?

XII. How soon can you start the franchise programme?

8. Additional Information

I. What are your hobbies, or special interest (For example : browsing websites, outings, travel etc...)?

II. Have you ever participated any volunteering or charity activities?

III. Do you have any relatives or friends working at 7-Eleven?

Yes Name: _____ Department/ Store: _____

No Relationship: _____

IV. Have you been convicted in Hong Kong or overseas?

Yes

No Please specify: _____

V. Have you ever files for bankruptcy

Yes

No Please specify: _____

VI. Have you or your spouse ever applied for 7-Eleven franchise before?

Applicant Yes Please specify the date of application: _____

No

Spouse Yes Please specify the date of application: _____

No

9. Declaration

I certify that the information above and annexed are true and accurate to the best of my knowledge and belief. I recognize that The Dairy Farm Company, Ltd. is not in any way obligated to offer a store to me. I acknowledge that any false statement in this application shall be considered sufficient cause to deny any further consideration or cause revocation of any agreement with the Dairy Farm Company, Ltd. which may be signed subsequent to this application.

I understand that The Dairy Farm Company, Ltd. reserves the right to reject my application without assigning any reasons whatsoever.

I agree that I will not disclose any information provide by The Dairy Farm Company, Ltd. to any third party.

Applicant's signature : _____ Date of application : _____