



OLDTOWN[™]
WHITE COFFEE
Aroma of Good Times[™]

Frequently Asked Questions (FAQs) 常见问题解答

For territories outside of Malaysia, **OLDTOWN WHITE COFFEE** focuses on finding Master Licensees who will be responsible for setting up, managing and operating the entire business for their territory. The Master Licensee will be obligated to study the market, and propose a Development Schedule for the territory in question and to all intents and purposes replicate the model of the Licensor within their territory.

我们 **OLDTOWN WHITE COFFEE** 在寻找对于在马来西亚领土以外与主持牌人在管理成立，发展和支持的合作。特许加盟商须负责把研究市场报告书，领土开发计划表和其它有关领土业务规格计划一一填写完成。

1. **What are the pre-qualifications for a Master Licensee? The following list would be ideal however we do realize that not everyone would qualify under all of the following:**

国际营运执照持有者的条件与要求是什么？以下列表将是我们最理想的要求，但是我们都明白不是每位都能符合以下所有的条件：

- Potential Licensee must be from a current chain Food and Beverage operator with more than ten (10) shops in current operations.
符合资格的执照持有者必须是拥有超过十（10）间正在营业的连锁餐饮店面。
- Potential Licensee should have a Central Kitchen already in use OR be willing to set up a Central Kitchen immediately upon signing the Master License Agreement.
符合资格的执照持有者必须已经拥有可使用的中央厨房或愿意在签署营运执照合约之后立即设立中央厨房。
- Potential Licensee should have a Logistics and Distribution Centre which is currently in use OR be willing to set up a Logistics and Distribution Centre immediately upon signing the Master License Agreement.
符合资格的执照持有者必须已经拥有正在操作的物流和分销中心，或愿意在签署营运执照合约之后立即设立该中心。
- During the interim period, prior to the setting up of the Central Kitchen and Logistics and Distribution Centre (if necessary), the Potential Licensee will be expected to import all necessary products and raw materials from the Licensor in Malaysia as specified by the Licensor.
在设立中央厨房和物流和分销中心的过渡期间，符合资格的执照持有者将根据执照授权者的要求，从马来西亚的执照授权者进口全部所需要的产品和原料。
- The Potential Licensee will be expected to manage all aspects of the importation and logistics of the products and raw materials from the Licensor as the term of the sale will be ex-work from Malaysia.
符合资格的执照持有者需统同意并认同所须经营的产品和原料全部从马来西亚进口，并负全部进口和物流的相关责任。
- Potential Licensee must be committed to being the owner, and operator of the licensed outlets, and not just an investor. He or she should be responsible to oversee and develop the management system for the day to day business operation of the shops.
符合资格的执照持有者必须负起授权分店的拥有者和经营者身份，而非纯粹商业投资者。他或她并应负责监督店铺的每日日常业务操作的管理系统。
- The Potential Licensee should also have expertise in areas of business development, promotion and marketing ideally in the F&B or retail category.
符合资格的执照持有者须有关于业务开发，推广和营销的专业知识。

2. **What is the first step to obtain an OLDTOWN WHITE COFFEE License?**
如何获得 OLDTOWN White Coffee 的营业执照?

Each party involved is to submit an Application Form and Business Plan. Upon receipt of the completed Application Form and Business Plan, qualified parties will be notified and invited to an OLDTOWN WHITE COFFEE Business Meeting at our Office located in Subang Jaya, Selangor, Malaysia to begin the interview process.

Criteria:

The minimum financial requirements for consideration as a Master Licensee are a nett worth of at least USD 5 Million and liquidity (cash or cash equivalents) of at least USD 2.5 Million.

每位申请者必须呈交申请表格。在收到申请后，申请者需填写一份由 OLDTOWN White Coffee 寄出的商业计划书。符合资格的申请者将获得通知并受邀到 OLDTOWN White Coffee 位于马来西亚 - 雪兰莪，梳邦再也的办公室参与商务会议、并讨论进一步的合作细节。

申请标准:

营业执照持有者 (Master Licensee) 须具备的最低财务要求是不少过 500 万美元、以及不少过 250 万美元的流动资金 (现金或同等价物)。

3. **What is the initial Master License Fee and what does it include?**
初期营业执照费用多少 (Master License Fee)? 它包含哪些方面?

Upon confirmation, the Master Licensee is to make an upfront payment – the initial Master License Fee of between USD 100,000 – USD 400,000 (this figure depends on the territory potential). This includes the rights to use the Trade Name, Trade Mark and systems of OLDTOWN WHITE COFFEE in the pre-agreed territory. Initial training is also provided (excluding any out-of-pocket expenses incurred).

一经确认，获得营业执照的相关单位必须预先缴付介于 10 万至 40 万美元的初期营业执照费用。这笔费用包含了在预先协议的区域使用 OLDTOWN White Coffee 的商品名称、商品标志和营运系统，同时也提供初步的培训 (不包括任何额外的费用)。

4. **What is the term for the Master License Agreement and what is the procedure for renewal?**

The term is for a period of 5 years with a conditional option to renew for another 5 years. A Renewal License Fee is chargeable at USD 50,000 (subject to review).

特许协议书为期多久和它的更新标准是什么?

此协议为期 5 年并包含第二个 5 年期协议的条件性选项，更新执照费用为 50,000 美元。

5. **What are the Ongoing Fees?**

The Master Licensee will need to allocate up to 5% of their Total Gross Monthly Sales towards a Royalty Payment and 1% of their Total Gross Monthly Sales to be put towards a Market Development Fund. In addition to this, for every outlet opened under the Master Licensee, a one-off License Fee of USD 25,000 will be charged per shop.

什么是持续性费用?

营业执照持有人需要从每月营业额拨出 5% 来支付专利使用权 (Royalty Payment), 以 1% 以供市场发展的用途 (Market Development Contribution)。除此之外，原有的营业执照名誉旗下所开的每一家新分店，都必须缴付为数 25,000 万美元的一次性营业执照费用。

6. **What is the estimated fit-out costs for an OLDTOWN WHITE COFFEE outlet?**

The estimated set up cost depends on store size and local conditions but can be between USD 250,000 to USD 400,000. The total cost will include: all equipment, and entire store fit out, including renovations.

OLDTOWN White Coffee 分店的装修及设备费用，估计将会是多少?

室内装修的费用将取决于店面所处地区和其他因素。装修成本也将取决于店面的规模和当地的条件，保守估计的费用是介于 25 万美元至 40 万美元。总成本包括了所有的店面设备和店面装修。

7. **Do I need to choose a location before submitting my application?**

You will need to be familiar with the territory that you are proposing as the plan for outlet openings should form part of your Business Plan. Additionally, you should also have an understanding of the location profiles with regard to customer base, as well as have existing relationships with developers, and/or mall operators in order to secure viable locations.

我（申请者）需要在提交申请表格前自行物色一个营业地点吗？

是的，申请者必须建议一个认为适合经营 OLDTOWN White Coffee 的地点，OLDTOWN White Coffee 管理层将基于以下 4 项准则对其作出评估和建议如地点，规模，月租和租约期限。此外，您还应该对此选址的客户基础方面有一定的了解，并与开发商或商场运营商保持良好的关系。

8. **What considerations and size specifications are required for an OLDTOWN WHITE COFFEE outlet?** A typical outlet in Malaysia ranges from 1,800 sqft to 3,000 sqft. Again this very much depends on the territory which you are in as well as the positioning which you are proposing for your territory.

OLDTOWN White Coffee 的店面和地点需要怎样的考量和规模？

在马来西亚典型的店面在于最少 1, 800 至 3, 000 平方公尺。同时的，店面面积也决于在您所选的领土上和您的定位要求上而定。

9. **What kind of training does OLDTOWN WHITE COFFEE provide?**

Master Licensee and their Key Personnel must attend and successfully complete the OLDTOWN WHITE COFFEE Management Training Program which takes place in Malaysia for a total of 8 weeks. For the purpose of this training, Key Personnel would be:

- **General Manager** - Responsible in establishing and accomplishing business objectives and typically oversees all aspects of operations within a company/organization.
- **Operations & Training Manager** - Responsible for managing all areas in the daily operations and training including maintaining a positive company image and morale and to cultivate an efficient operations and training team for the company. Will be responsible for the translation of all Training Manuals into the local language if necessary taking into account the local modifications.
- **Food Development & Procurement Manager** - Responsible for Procurement and Food Development, also planning and coordinating for non-food purchases, monitoring suppliers' delivery performance and cost controlling for all departments for their respective purchases. May also specialize in one phase of food technology, such as product development, quality control, or production inspection, technical writing, teaching, or consulting.
- **Marketing Manager** - To formulate, develop, and execute strategic marketing communication programs, and plan promotions to enhance the OLDTOWN brand within the territory.

There will be a separate Crew Training Programme which will take place over 4 weeks in Malaysia, where the Master Licensee will be expected to send their pilot outlet crew for training with the Licensor.

The costs of training will be covered within the Master License Fee, however, other out-of-pocket expenses such as return flights, accommodation, local transport, and meals will have to be borne by the Master Licensee.

OLDTOWN White Coffee 提供怎样的培训计划？

营业许可执照持有人与聘请的主要团员必须出席并顺利完成 OLDTOWN White Coffee 所提供为期 8 星期的独特商业营运及管理培训计划 (Management Training Program)。对于本次培训的目的，主要人员将-

- **总经理** - 建立，负责和实行公司/机构里的所有运营业务。
- **运营管理及培训经理** - 负责管理各个区域的日常运作和培训，包括保持良好的公司形象和员工士气，培养有高效的运营和培训团队。
- **食品开发及采购经理** - 在采购部负责规划及协调非食品采购出口，监督供应商的交货表现，以及各部门的购买成本控制。还须对食品技术，产品开发，质量控制，生产检验，技术写作，教学，或咨询方面有一定的知识和经验。
- **市场推广经理** - 开发和执行有战略的营销传播方案，计划和促销以提升 OldTown 品牌。

10.

What kind of continuing operations support will the Licensee receive?

Pre-Opening

Period: 90 days prior to pilot outlet opening, after the Training Program has been completed.

Personnel: 1 dedicated Managerial level staff for the purpose of approvals of local procurement items.

Costs to be borne by the Master Licensee:

- Return flights
- Accommodation (min USD 150 per night per person)
- Allowances (USD 50 per day)
- On-ground transport.

Opening

Period: 14 days, beginning 1 week prior to pilot outlet opening.

Personnel: 2 dedicated operational level staff for the purpose of supporting pilot outlet opening.

Costs to be borne by the Master Licensee:

- Return flights
- Accommodation (min USD 100 per night per person)
- Allowances (USD 40 per day)
- On-ground transport.

Operational Audits – Managerial and below

Period: 4 visits a year, not exceeding 7 days in duration.

Personnel: 1 dedicated staff for the purpose of auditing the outlets, Distribution Centre, and Central Kitchen (if applicable) for compliance.

Costs to be borne by the Master Licensee:

- Return flights
- accommodation (min USD 150 per night per person)
- allowances (USD 50 per day)
- on-ground transport.

Management Visits – Senior Management and above

Period: 2 visits a year, not exceeding 7 days in duration.

Personnel: 2 dedicated staff for the purpose of business reviews and market visitation.

Costs to be borne by the Master Licensee:

- Return flights,
- accommodation (min USD 180 per night per person)
- allowances (USD 50 per day)
- on-ground transport.

营业执照持有人将会接受怎样的持续性营运支持?

开业前

时间: 开业前的 90 天, 从培训计划完毕后开始。

人员: 派遣 1 位经理级职员到当地检测和审批当地采购物品。

营业执照持有人须承担的费用 :-

- 来回机票
- 住宿 (最低每人每晚 150 美元)
- 津贴(每日 50 美元)
- 交通安排

开业

期限：开业前的 14 天

人员：派遣 2 位在操作层面上的专业人员支持开店运作。

营业执照持有人须承担的费用 :-

- 来回机票
- 住宿（最低每人每晚 100 美元）
- 津贴(每日 40 美元)
- 交通安排

运营审计- 经理级及以下

时间：一年里 4 次到访运营审计，持续时间不超过 7 天。

人员：派遣审计人员到达店面，配送中心和中央厨房(若适用)做运营审计

营业执照持有人须承担的费用 :-

- 来回机票
- 住宿（最低每人每晚 150 美元）
- 津贴(每日 50 美元)
- 交通安排

管理层访谈 - 高级管理人员及以上

时间：一年里 2 次到访会谈，持续时间不超过 7 天。

人员：2 位高级管理人员到访以作业务回顾及市场探访。

营业执照持有人须承担的费用 :-

- 来回机票
- 住宿（最低每人每晚 180 美元）
- 津贴(每日 50 美元)
- 交通安排

11.

Do I need to be involved in day-to-day outlet operations?

One of the partners/shareholders has to be appointed as the Managing Principal of the licensed business. The Managing Principal is required to undergo the full initial license training and to spend a reasonable amount of time to oversee the overall aspects of the OLDTOWN WHITE COFFEE licensed business. However, competent outlet managers and staff can be hired to manage the daily operations of the licensed business.

我（营业执照持有人）需要全天候参与分店的营运吗？

其中一名合伙人/股份持有人必须被委任为业务管理高层 (Managing Principal)。那位业务管理高层有必要接受完整的初期培训，并安排时间监督分店业务的全方位操作。无论如何，营业执照持有人可以聘请任何足以胜任的分店经理和员工来处理分店的日常事务。

12.

Are we looking for international partners and venturing overseas?

Yes! We are aggressively seeking international partners who are keen to take up the Master License for their respective country or territory so as to expand our licensing business throughout the Asia Pacific region.

The countries which we are currently present in are Singapore, Indonesia, and China.

我们是否在寻找国际合作伙伴，并进军海外？

是的！为了扩展亚太区域和全球的业务，我们正积极寻找有意获得 OLDTOWN White Coffee 营业执照(Master License)的国际合作伙伴。

目前，我们在新加坡，印尼和中国都有开设分店。