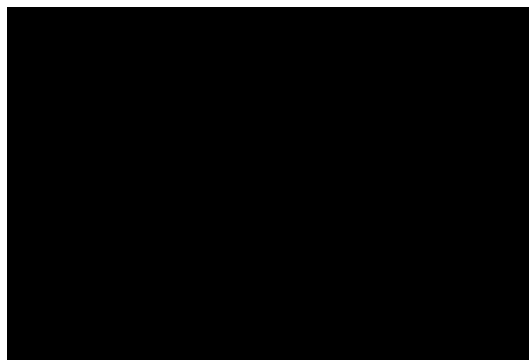


FRANCHISE PROSPECTUS



**Our Chocolate, Our Passion**



## **OUR BUSINESS PROPOSAL**

### **WE GUARANTEE YOU:**

- A HIGHER CHANCE OF SUCCESS
- A SHORTER LEARNING CURVE
- AN ESTABLISHED TRADEMARK
- ECONOMIES OF SCALE IN BULK PURCHASING
- JOINT ADVERTISING AND PROMOTION
- TRANSFER OF MANAGEMENT EXPERTISE
- TRAINING AND SUPPORT
- EXCELLENT FRANCHISE SUPPORT



### **HOW MUCH DOES IT COST?**

THERE ARE BASICALLY TWO TYPES OF FRANCHISE. ONE IS A UNIT FRANCHISE AND THE OTHER IS AN EXCLUSIVE MASTER FRANCHISE.

#### **UNIT FRANCHISE**

- PER UNIT FRANCHISE FEE: FEES RANGES FROM S\$50,000 DEPENDING ON LOCATION
- 5% ROYALTY ON MONTHLY GROSS SALES OF DESIGNATE UNIT
- RENOVATION VOST APPROX: S\$80,000 PER UNIT
- EQUIPMENT COST APPROX: S\$70,000 PER UNIT
- RENTAL DEPOSIT: 3 MONTHS RENT FOR 3 YRS + 3 YRS LEASE X NO. OF UNITS
- OPERATING EXPENSES PER MONTH AT S\$10,000

#### **UNIT MASTER FRANCHISE**

- EXCLUSIVE MASTER FRANCHISE FEE: RANGES FROM S\$200,000 DEPENDING ON COUNTRY
- 3% ROYALTY ON MONTHLY GROSS SALES OF ALL UNITS WITHING THE EXCLUSIVE GEOGRAPHICAL AREA
- RENOVATION COST APPROX: S\$80,000 X NO. OF UNITS
- EQUIPMENT COST APPROX: S\$70,000 X NO. OF UNITS
- RENTAL DEPOSIT: 3 MONTHS RENT FOR 3YRS + 3 YRS LEASE X NO. OF UNITS
- OPERATING EXPENSES PER MONTH AT S\$10,000 X NO. OF UNITS

## WHAT CAN I GET FROM THESE FEES?

THE RIGHT TO USE CHOCZ.'S REGISTERED NAME, LOGO AND PROVEN OPERATING METHODS AS OUTLINED IN THE FOLLOWING MANUALS:

- OPERATING MANUAL
- FLOOR MANAGEMENT TRAINING MANUAL
- BEVERAGE & DESSERT TRAINING MANUAL
- PRALINE COUNTER MANUAL
- CASHIER TRAINING MANUAL
- INTERIOR DESIGN MANUAL
- BRANDING AND TRADEMARK MANUAL

APART FROM THE ABOVE MANUALS THE FRANCHISOR ALSO PROVIDES INITIAL CONSULTATION AND TRAINING IN ALL ASPECTS OF CHOCZ.'S OPERATIONS. TRAINING TAKES A MINIMUM OF 12 TO 15 DAYS. AREA OF CONSULTATION MAY INCLUDE:

- IDENTIFICATION OF SITE
- OUTLET LAYOUT AND DESIGN – DESIGNER'S COST WILL BE BORNE BY FRANCHISEE
- EQUIPMENT SELECTION AND PROCUREMENT
- EMPLOYEE HIRING AND TRAINING
- MARKETING AND ADVERTISING SUPPORT – COSTS WILL BE BORNE BY THE FRANCHISEE.

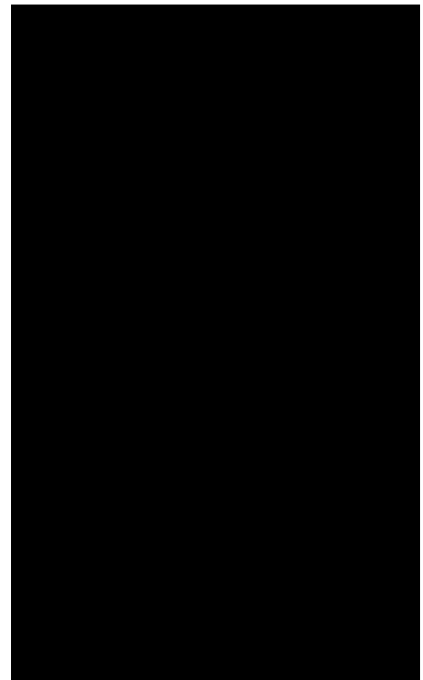


## WHAT ARE THE MAIN EQUIPMENTS REQUIRED?

THE ENTIRE OPERATIONS HAVE BEEN DESIGNED TO BE SIMPLE AND EFFECTIVE, WITH THE AID OF THE LATEST EQUIPMENT THAT HAS BEEN IMPORTED. ALL SPECIALLY SELECTED EQUIPMENT HAS BEEN TESTED TO SUIT CHOCZ.'S OPERATIONAL REQUIREMENTS, WHICH MEANS THAT MINIMUM SKILLED LABOUR IS REQUIRED IN THE KITCHEN AND AT THE COUNTER.

CAFÉ SIZES RANGE FROM A MINIMUM OF 500SQ.FT ONWARDS, DEPENDING ON VARIOUS REQUIREMENTS AND THE AVAILABILITY OF SPACE. WHILE THE MAJOR COSTS OF RUNNING A CHOCZ. OUTLET ARE CONSTITUTED BY THE RENTAL, LABOUR AND FOOD COSTS, OUR SYSTEM HAS BEEN SET UP TO ENSURE A LOW START-UP COSTS, WHILE MAINTAINING A FAST RETURN ON INVESTMENTS.

THE ADVANTAGE OF BEING ABLE TO HAVE A FAST TURNOVER RATE IS INDEED A TREMENDOUS BENEFIT IN GENERATING HIGHER PROFITS.



## HOW TO APPLY

### STEPS TO OWNING A CHOCZ. FRANCHISE

#### STEP 1 FIRST CONTACT

WRITE, CALL, FAX OR EMAIL TO RECEIVE A COPY OF THE CHOCZ. FRANCHISE APPLICATION FORM. SEND THE APPLICATION FORM TO CHOCZ PTE LTD.

#### STEP 2 FIRST INTERVIEW

IF YOU ARE SHORT-LISTED AS A CANDIDATE, CHOCZ PTE LTD WILL CONTACT YOU TO ARRANGE AN INTERVIEW WITH YOU.

#### STEP 3 PRELIMINARY INTRODUCTION

UPON COMPLETION OF THE INTERVIEW SESSION, WE WILL INTRODUCE YOU TO THE CHOCZ. FRANCHISE SYSTEM AND GIVE YOU AN OVERVIEW OF THE BUSINESS.

#### STEP 4 HANDS-ON EXPERIENCE OF RUNNING THE CHOCZ. CAFÉ

YOU WILL BE GIVEN A DAY OF HANDS-ON EXPERIENCE OF RUNNING A CHOCZ. CHOCOLATE CAFÉ. THIS IS BENEFICIAL IN HELPING THOSE WITHOUT PRIOR EXPERIENCE TO PROVIDE ASSISTANCE IN MAKING THEIR FINAL DECISION BEFORE SIGNING THE FRANCHISE AGREEMENT.

### STEP 5 FRANCHISE AGREEMENT

DETAILED TERMS AND CONDITIONS IN THE CHOCZ. FRANCHISE AGREEMENT WILL BE DISCUSSED AND AGREED UPON.

### STEP 6 INITIAL FRANCHISE TRAINING PROGRAMME

YOU WILL UNDERGO AN INITIAL TRAINING PROGRAMME AT A CHOCZ. OUTLET UNDER THE SUPERVISION OF THE FRANCHISOR. THE ATTACHMENT WILL HELP YOU TO FULLY UNDERSTAND THE BUSINESS AND TO FAMILIARIZE YOURSELF WITH THE OPERATIONS REQUIRED FOR YOU TO EVENTUALLY MANAGE YOUR VERY OWN CHOCZ. OUTLET.

### STEP 7 CONGRATUALIONS TO BECOMING A NEW MEMBER IN THE CHOCZ. CAFÉ FRANCHISE

WE WELCOME YOU AS A NEW MEMBER IN THE GROWING CHOCZ. NETWORK. YOU ARE NOW WELL ON YOUR WAY TO START A SUCCESSFUL BUSINESS.

SEIZE THIS OPPORTUNITY AND TAKE THE FIRST STEP TOWARDS OWNING YOUR OWN CHOCZ. CAFÉ.

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OUR FRANCHISE CONSULTANTS CAN BE REACHED AT:

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12 Little Road #03-02  
Lian Cheong Industrial Building, Singapore 536986  
Tel: (65) 63832833 Fax: (65) 63832863  
Attn: Mr Benny Chua  
Email: [sales@chocz.com.sg](mailto:sales@chocz.com.sg)

#### MAIN OFFICE:

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##### MALAYSIA – CHOCZ SDN BHD (624299-T)

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TEL: (603) 92846880 FAX: (603) 92845880 Email: [sales@chocz.com.sg](mailto:sales@chocz.com.sg)

#### BOUTIQUE/CAFÉ: SINGAPORE

ESPLANADE MALL CHOCOLATE CAFÉ & BOUTIQUE : 8 RAFFLES AVENUE #02-13/15 ESPLANADE MALL, SINGAPORE 039802 TEL: 62380803  
PARKWAY PARADE CHOCOLATE BOUTIQUE : 80 MARINE PARADE ROAD #B1-83P PARKWAY PARADE, SINGAPORE 449269 TEL: 63450181  
UNITED SQUARE CHOCOLATE CAFÉ & BOUTIQUE : 101 THOMSON ROAD #01-K8 UNITED SQUARE SINGAPORE 307951 TEL: 63568665  
LEISURE MALL CHOCOLATE BOUTIQUE : 5 STADIUM WALK #B1-17 LEISURE PARK KALLANG, SINGAPORE 397693 TEL: 62420135