

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 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](mailto: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.
-

**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 :		
		<b>1.1 Personal Particulars (Spouse)</b>
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 :	
Annual Income :	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 :	
Annual Income :	Reason for leaving :
Proof : Yes <input type="checkbox"/> No <input type="checkbox"/>	

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

Name of the company :	Business nature :
Position employed from (MM/YYYY) :	To (MM/YYYY) :
Position held :	Duties & responsibilities :
No. of staff under your management :	
Annual Income :	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)**

<b>Personal Assets: (HK \$ market valued)</b>		<b>Personal Liabilities: (HK \$ market valued)</b>	
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)	
_____	\$ _____	_____	\$ _____
_____	\$ _____	_____	\$ _____
_____	\$ _____	_____	\$ _____
<b>Total assets</b>	<b>\$ _____</b>	<b>Total liabilities</b>	<b>\$ _____</b>

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

**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. As a franchisee, how to create a friendly and effective communication method at work?

---

---

---

IV. How do you cooperate with the company's strategy of new products introduction?

---

---

---

V. The retail environment is constantly changing, how to know the latest market trends?

---

---

---

VI. How to enhance the capability of your staff to meet with company standards?

---

---

---

VII. 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 : \_\_\_\_\_