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APPENDIX

FRANCHISE APPLICATION FORM

CONFIDENTIAL

FRANCHISE APPLICATION FORM

SUBJECT TO CONTRACT

1. Name and address of applicant(s).....

Telephone number.....

2. If the applicant is a company please provide a certified copy of the Certificate of Incorporation and of the Memorandum of Articles of association of the company.

(In the case of an applicant which is a company whose shares are freely traded on the London Stock Exchange or the Unlisted Securities Market, no reply need be given throughout this Form in connection with any of its shareholders.)

Please state:

2.1 Name and address of Chairman

2.2 Name and address and proposed role of all other directors

2.3 Name and address of all shareholders/investors and the proportions of their shareholding.....

2.4 What is (or will be) the issue share capital?.....

Enclose audited accounts of the company for the last three years (not required if company has been formed for this business).

3. Where is (or will be) the principal place of business of the applicant?.....

4. If this is different to the present correspondence address of the applicant, please provide details (including telephone numbers) of all business addressees of the applicant.....

5. Please list all types of business in which the applicant has been engaged during the past five years. (if the applicant is a newly-formed company this question is not relevant).....

6. Who will be in control of the day-to-day management of the franchised business?.....

7. Please provide curriculum vitae for each applicant (or in the case of a company, for its director's and/ or shareholders) and for any of the persons who will be in control of the day-to-day management of the company.

8. Please provide the names and addresses and a brief job experience resume of all other management personnel or senior operatives who will be engaged in the business the subject of the Franchise.

9. Is the applicant or has the applicant been a license or franchisee of any other organization?.....

10. Has the applicant (or in the case of a company). any of its directors, shareholders, subsidiary or affiliated or associated companies) ever applied for or achieved the registration of any design of trademark protection associated with the business the subject of the Franchise? If so, please provide full details.....

11. Please provide the names and addresses and references (if the applicant is a company, for the company itself and each of its directors and/or shareholders). (These references will only be taken up immediately prior to signature of a Franchise Purchase Agreement):

11.1 Bankers...

11.2 Accountants...

11.3 Solicitors ..

11.4 Three major traders (applicants only) (unnecessary if company is newly formed)...

12. What funds (not borrowing) has the applicant available for this project?.....

13. Are the applicant's bankers (or other lenders willing to make loans to the applicant? If so, how much?.....

14. Does the applicant require assistance with arranging finance for the project?.....

15. Has the applicant a suitable property for an outlet for the business?.....

16. In what geographical area is the applicant most interested?>

17. Has the applicant (or if the applicant is a company, any of its shareholders and/or directors or managers) ever been made bankrupt or been a director or shareholder of a company which has been liquidated? If so, please provide full details of every case.....

18. Has the applicant (or if the applicant is a company, any of its shareholders and/or directors) ever been convicted of criminal offence involving dishonesty in any country? If so, please provide details of every case.....

Please note that all replies by the applicant (s) to inquires made the Franchisor in the course of discussions between the Franchisor and the applicant (s) will be treated by the Franchisor as representations which shall be important factors in any decision by the Franchisor whether or not to grant a franchise to the applicant(s) and, if any information disclosed by the applicant (s) to the Franchisor on this Form, or in the course of those discussions, is found to be incorrect or misleading, for any reason, the Franchisor will have the right to terminate any agreement between the Franchisor and the applicant(s) without any liability to the applicant(s)

Dated theday.....of..... 19.....

Signed.....

Questionnaire of Pizza's Consumption Behavior

Marketing Research of Pizza's Market Emphasized in Bangkok Metropolitan Area

1 SEX

- A) Male
- B) Female

2 Age

- A) Below 20
- B) 20 - 30
- C) 31 - 40
- D) Above 41

3 Occupation

- A) Government Official
- B) Employee
- C) Merchant
- D) Housewife
- E) Student

4. Income per head per month

- A) Below 5,000 Baht
- B) 5,001 - 10,000 Baht
- C) 10,001 - 20,000 Baht
- D) 20,001 - 30,000 Baht
- E) Above 30,000Baht

5 Purchasing Frequency of Pizza

- A) Everyday
- B) Almost Everyday
- C) Once a week
- D) Once in a while

6 Point of Purchasing Pizza

- A) Outlet in Shopping Mall
- B) Stand Alone outlet
- C) KIOSK
- D) Convenience Store
- E) Home Delivery

7 If 2 pizza brands are located in a shopping complex which outlet you will select?

7.1 Pizza Hut selling regular price vs. Narai Pizzeria 50%special discount on Pizza Menu

- A) Selecting Pizza Hut
- B) Selecting Narai Pizzeria

7.2 Pizza Hut offer special price on set menu vs. Narai Pizzeria 50%special discount on Pizza Menu

- A) Selecting Pizza Hut
- B) Selecting Narai Pizzeria

7.3 Both Pizza Hut and Narai Pizzeria offer special price on set menu

- A) Selecting Pizza Hut
- B) Selecting Narai Pizzeria

7.4 Both Pizza Hut and Narai Pizzeria selling in regular price

- A) Selecting Pizza Hut
- B) Selecting Narai Pizzeria

8 When asking for Pizza which brand is your first choice?

- A) Pizza Hut
- B) Narai Pizzeria
- C) Pizza Haven
- D) Alfrado's

9 Which brand you purchase highest frequency?

- A) Pizza Hut
- B) Narai Pizzeria
- C) Pizza Haven
- D) Alfrado's

- 10 **The reason that influence your decision making when do purchase and/or consume pizza?**
- A) Advertising & Sales Promotion
 - B) Family
 - C) Friend
 - D) Service Quality
 - E) Taste of Food
 - F) Decoration of Pizza outlet
 - G) Product's Price
- 11 **Which decoration style of Pizza outlet do you prefer?**
- A) Colorful and Modern Style
 - B) Country Style
- 12 **Have you ever used Home Delivery service of any brand?**
- A) Yes
 - B) No
- 13 **Do you remember Home Delivery's phone number of the underneath brand?**
- 13.1 ***PIZZA HUT***
- A) Yes
 - B) No
- 13.2 ***KFC***
- A) Yes
 - B) No
- 13.3 ***Narai Pizzeria***
- A) Yes
 - B) No
- 13.4 ***Pizza Haven***
- A) Yes
 - B) No
- 14 **Do you know the conflict of Pizza Hut and his franchisee in Thailand?**
- A) Yes
 - B) No

15 Do you know what the number 640-2288 is?

A) Yes

B) No

16 Does the conflicting of Pizza Hut have influence to your consumption behavior?

A) Yes

B) No

17 According to Ques.16 which outlet do you prefer?

A) Pizza Hut; not important who is the operator

B) The Pizza because of intimately pizza's taste

C) Both brand and will compare which is the best

D) Compare the sales promotion of these brands

BIOGRAPHY

Miss Pornsawan Wongkanchanakul was born on July 15, 1974 in Bangkok. She graduated with Bachelor of Business Administration from Bangkok University, Bangkok.

Miss Pornsawan is currently working as a Marketing Executive for Lee Wattananan Trading Co., Ltd., Bangkok.