



Relating To Potential Grant of kcuts Hair Salon  
(International / Overseas Franchise)

**All information in this document will be kept confidential.  
This application does not obligate either party in any matter.**

**KC Group Pte Ltd**

970 Toa Payoh North Industrial Estate #04-11  
Singapore 318992

## OVERVIEW

Thank you for your expression of interest in investing into a kcuts 10 minutes quick style franchise.

The attached application is provided to you, “the Applicant” by KC Group Pte Ltd (“kcuts”) in order to determine your suitability as a kcuts franchisee.

The information you provided will be used to form the basis for a evaluating your suitability as a franchisee by KC Group Pte Ltd. As a gentle reminder, it is very important that all information provided by you needs to be factually accurate and not misleading.

To determine your financial position, you may be requested to produce proof of your financial health.

KC Group Pte Ltd. may contact your referees to assist in evaluating your application. You should, therefore, inform your referees of this fact and not list any referees that you do not wish to be contacted.

KC Group Pte Ltd. shall refund the full amount of the deposit (if any) should your application be declined. If your application is accepted , the deposit will be used as a downpayment for your franchise investment with KC Group Pte Ltd as we begin preparation of the kcuts Franchise Agreement or any associated documentation.

Should you not proceed with the purchase of a kcuts franchise by signing the kcuts Franchise Agreement, kcuts shall refund to you the deposit less its reasonable costs in preparing the franchise documentation. The refund will be made upon safe return of all kcuts documentation.

## Who is **kcuts** Salon?

kcuts is a Korean themed “10 minutes Korean style” barber salon established in Singapore since 2013.

In the Singapore as well as in the international market, there are lots of Korean themed brands/shops and only few Korean themed hair salons. Especially in the area of no frills 10 minutes hair trimming service, kcuts fulfills the customers’ needs of convenient quick hair styling and trimming services at an affordable price.

We designed Korean themed hair salon kcuts to provide the very best service and affordable price for the public consumers.

### **kcuts** Vision:

- kcuts aims to be first in Singapore to offer Korean themed 10 minutes hair trimming service.
- kcuts wants to spread our uniqueness and specialty from Korea to Singapore and ultimately to the rest of the world.
- kcuts has currently more than 50 outlets in Singapore and aims to have 100 outlets globally within 3 year.  
(Data as of March 2019)

### **kcuts** Mission:

- Be a trend setter in quick barbering service in Singapore and globally
- Spread Korean themed 10 minutes haircut salon in Singapore and globally
- Provide excellent customer service

## Why **kcuts**?

1. We believe Korean wave dominates Singapore and global mass media
2. We provide customers Korean quick cut style
3. We focus on convenient and accessible locations for our customers
4. All our stylists are trained by experienced Korean hair style industry professionals
5. We focus on Singapore and ultimately the global market growth and believes in its growing potential with increasing size of our population

## What does **kcuts** offer the franchisee?

- A chance to run your own business
- Being part of an international network
- Established brand name in the market place
- National advertising and marketing program
- Use of the kcuts trademark
- Complete training and induction progra
- Marketing support
- Cash machine ticket vending system
- Live sales monitoring IT system
- Training by Korean hair styling professionals

## What does **kcuts** look for in a franchisee?

- Business experience
- Leadership in the relevant territory
- Desire to succeed
- Willingness to participate
- Positive attitude and mindset
- Financially strong
- Customer focused
- Ability to motivate and coach a team of people
- Ability to work within a franchise system

### **Fees and costs:**

If you acquire a **kcuts** franchise you will be subject to certain initial and ongoing fees payable to **KC Group Pte Ltd**, including the following;

Initial franchise fee	:	Subject to territory or location
Royalty fees	:	Subject to territory or location
Marketing fees	:	A commitment to local marketing support

Additional costs to be taken into account by you when considering the acquisition of a **kcuts** franchise include:

- Premises rent and other occupation costs are the responsibility of the franchisee
- Location set up and fit-out, including all office furniture, equipment such as payment ticket machine, décor, branch layout, painting and signage in accordance with the Operations Manual
- Pre-opening expenses such as launch, advertising and promotional material

### **Criteria for assessment of suitability**

**kcuts** has a strict set of assessment criteria for the selection of its franchisees, covering a wide range of matters, including knowledge and experience in running a business, financial strength and capability, people management skills and general commercial acumen.

## Information required

As part of the KC Group Pte Ltd Franchise Expression of Interest process, you are required to complete all areas of this form, and then sign the Declaration.

### Personal Details

Surname: \_\_\_\_\_ Given Names: \_\_\_\_\_

Address: \_\_\_\_\_

Country / Province / State / Post Code: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Nationality: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

### Educational Qualifications

Secondary: \_\_\_\_\_ Year Completed: \_\_\_\_\_

Tertiary: \_\_\_\_\_ Year Completed: \_\_\_\_\_

Others: \_\_\_\_\_ Year Completed: \_\_\_\_\_

### Other Qualifications and Professional Associations

Are you applying for a Master Franchise / Area Franchise / Others (Please elaborate)

If the the Country / City you are intrested in already has a Master Franchisee, will you be comfortable with sub-franchising from them?

How did yuu hear about this kcuts Overseas Franchise Opportunity?

## Personal Skills

How will your past experience help you to succeed as a kcuts franchisee? Amongst any other information you may wish to provide, please describe any hair salon business experience you have had, and any current involvement in the hair salon industry.

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What are the personal strengths and qualities you would bring as a kcuts franchisee?

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Why are you interested in becoming a kcuts franchisee?

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What do you expect kcuts will do for you as a kcuts franchisee?

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Please list below any further skills you believe would support your application.

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How many hours per week will you be able to invest for kcuts ? \_\_\_\_\_

Which among the following are you more interested in:

- Existing kcuts (please note existing salon purchases are subject to negotiation with the existing Franchise Owner/s)
- Brand New kcuts salon

The level of investment to own a brand new kcuts salon is estimated between \$50,000 - \$100,000 (estimated figures depending on countries / cities). Is this investment within your expectation? If yes, please state the reason why.

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How did you find out about kcuts Franchising?

- Seek
- Existing Franchisee
- kcuts website
- Google Search
- Magazine Publication

### Territory or territories of interest

Please describe or list the specific territory that you are interested in, and what connection (if any) you have in the relevant area. Any information you are able to provide as to why the particular territory is of interest to you would be helpful in kcuts assessment:

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### Other Financial Information

What capital do you have available for this franchise?

\$ \_\_\_\_\_

## Declaration

In providing us with the information in this Expression of Interest form,

1. You consent to us conducting further enquiries about you and in relation to such information as may be necessary to assist us in evaluating your Expression of Interest (including credit checks on you/your company/business and other proposed principals in the franchise).
2. You confirm that all the information you provide in this form or in the course of your interest in acquiring a kcuts franchise is true and correct in all respects and not misleading by inclusion or omission.
3. You acknowledge that kcuts has not represented that in accepting and considering your expression of interest kcuts will necessarily consider you a suitable candidate for a kcuts franchise.
4. You recognize and acknowledge the competitive value and confidential nature of all information provided by kcuts to you, and that it is for the sole purpose of assessing the kcuts franchise and it shall under no circumstances be disclosed to a third party.
5. You acknowledge that should kcuts decide in its absolute discretion to offer you the opportunity to acquire a **kcuts** franchise, kcuts will (subject to you signing an appropriate confidentiality agreement with kcuts) issue you with a formal disclosure statement, draft franchise agreement and other information necessary for you to make an informed assessment as to whether to acquire a kcuts franchise. kcuts shall have absolute discretion as to which (if any) of the parties who respond to the Expression of Interest process it elects to shortlist and then provide with formal disclosure documentation regarding the relevant franchise opportunity.
6. You acknowledge that kcuts will not be bound to you in any respect in relation to the grant of a kcuts franchise unless and until a formal franchise agreement is entered into and then on the terms and conditions of that agreement.

### You

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### Witness

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please send completed Expression of Interest form to:

International Franchise Director (Mr Brian Ng)  
KC Group Pte Ltd

Singapoer Office Address:  
970 Toa Payoh North Industrial Estate #04-11  
Singapore 318992  
E-mail: enquiry@k-cuts.com