



kcuts Korean Quick Cuts Salon  
kcuts International Franchise Application

## Overview

Thank you for expressing interest in investing into a kcuts 10 minutes quick cut salon 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 franchise.

The information you provided will be used to form the basis for 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 have 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 last 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. kcuts is a brand under KC Group of Companies. It is Singapore’s Number 1 quick hair cut salon chain, with more than 68 outlets islandwide and still growing. Established in 2013, our vision is to bring the kcuts brand out of Singapore, to be present in every major global city in the world.

## *About Us*

kcuts franchise business opportunity offers you an unparalleled, proven business model to scale and build the brand together with us in your own country. We are looking for passionate and dynamic entrepreneurs like yourself to expand our brand internationally. Join us today on this exciting and profitable entrepreneurial journey as we partner alongside you to bring kcuts Korean themed quick hair cut salon services to your target market .

## *A Brand You Can Trust*

kcuts® - 10 Minutes Korean Style

With a focus on training excellence and consistency in service delivery, our customers have come to expect the convenience and quality experience that is synonymous with the Korean themed kcuts brand. With a proven business model and ease of expansion, kcuts is perfect for entrepreneurially-minded individuals with a vision to grow this brand with us in your own country market. Our committed franchise development management team from Singapore HQ will provide you with the expertise and strategic guidance you will need once your business is up and running. With ongoing support from our dedicated business development, marketing and operations team, you can be assured of the ease of scaling up kcuts and duplicating the same level of business success in your own country.

## *Why Franchise With Us?*

With the Korean wave becoming an influential global cultural phenomenon since the start of the 21st century, now is the time to franchise a Korean themed quick cuts salon in your country. Leverage on the kcuts brand heritage as we bring to our customers a Korean-themed quick cut service experience with the trendiest hairstyles, attractive pricing, no frills and no appointment services. In an urban market where customers lead a fast paced city lifestyle, kcuts is perfectly positioned where our islandwide outlets can be easily accessible by customers either near their home or their workplace.

## *Tech Enabled Korean Themed Quick Cut Concept*

To take full advantage of the ongoing digital and cashless market revolution, kcuts has also developed our very own mobile application, “*kcutsGo*”. Customers can now use cashless options to purchase their tickets on their mobile phones, monitoring their queue number while they are “on-the-go”, without having to be physically present at our locations. They can now choose the additional options such as selecting their preferred hair stylist, or even purchase an express ticket if they are in a hurry. To encourage repeat customers, **kcutsGo** users can also accumulate loyalty points and enjoy promotional benefits simply by patronizing the kcuts again and again.

## *Fees And Costs*

If you acquire a kcuts franchise with us, you will be subjected to certain initial and ongoing fees payable to **KC Group Pte Ltd** which includes the following:

Initial Franchise Fee: Subject to territory of 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 fitout, including all shop furniture, equipment such as cash 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*

At kcuts, we have a strict set of assessment criteria for the selection of our franchisees, covering a wide range of matters, including knowledge and experiences in running a business, financial strength and capability, people management skills and general commercial acumen.

## *Information Required*

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

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

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

City: \_\_\_\_\_

Province / State : \_\_\_\_\_

Country: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

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

Sex (Male/Female): \_\_\_\_\_ Marital Status: \_\_\_\_\_

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

## *Educational Qualifications*

Highest Institutional Qualification : \_\_\_\_\_

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

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

## Employer / Business History

**Current Employer / Business Owned:** \_\_\_\_\_  
(Name of company)

Date Joined/ Left: \_\_\_\_\_ Monthly Income: \_\_\_\_\_

Position / Duties: \_\_\_\_\_  
(For business owned, please describe business structure and duties)

**Previous Employer / Business Owned:** \_\_\_\_\_

Reason For Leaving: \_\_\_\_\_

Position / Duties: \_\_\_\_\_  
(For business owned, please describe business structure and duties)

**\*Please attached latest resume if you more than 1 previous employment or business**

## Other Financial Information

What capital do you have available for this franchise? \$ \_\_\_\_\_

Would this business be your sole income source?     Yes     No

If qualified, when can you attend/start full-time training? Please select one

Immediate     within 3 months     More than 3 months

How involved will you be in operating the kcuts outlet? Please select one:

0%     50%     100%

The level of investment to own a brand new kcuts salon is estimated between USD150,000 - USD 200,000 (estimated figures depending on countries / cities). Is this investment within your expectation? If yes, please state the reason why.

---

---

---

### Other Information

Have you or your spouse ever applied for any franchise before?  Yes  No

*If yes, please state details & year:*

---

How did you learn about kcuts' franchise system?

Current Franchisee  Franchise Direct  Facebook  Others: \_\_\_\_\_

### 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:

---

---

---

---

Please indicate in order of preferences, the territory where the company wishes to develop stores.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

*Personal Information*

Have you visited a kcuts outlet before?  Yes  No

If so, where: \_\_\_\_\_

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

\_\_\_\_\_

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

\_\_\_\_\_

Do you currently own any franchisee?  Yes  No

If yes, please state details:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Describe how a kcuts franchise will complement your existing business activities. Do synergies exist?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Why do you think you will make an ideal kcuts franchisee?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What are you seeking in a business opportunity with kcuts?

---

---

---

What will your involvement be in the Master Franchise venture?

---

---

---

Why do you believe you would be a successful kcuts Master Franchisee?

---

---

---

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 experience you have had, and any current involvement.

---

---

---

---

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

---

---

---

---

Why are you interested in becoming a kcuts franchisee?

---

---

---

---

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

---

---

---

---

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

---

---

---

---

*Other Background Information*

<p>Had any administrative, criminal or civil action alleging a violation of any franchise law, fraud, embezzlement, fraudulent conversation, restraint of trade, unfair or deceptive practices, and misappropriation of property or comparable allegations?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>Been convicted of a felony or pleaded “no contest” to a felony charge or been held liable in a civil action by a final judgment or been the subject of a material complaint or other legal proceeding such as felony, civil action complaint, misappropriation of property or comparable allegations?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>Been adjudged bankrupt or reorganized due to insolvency?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>If you answered “Yes” to any of the questions above please explain:</p>	

*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 recognise 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.
7. **Personal Data Protection Consent (PDPA)** : By submitting this application, I agree that KC Group Pte Ltd . and its related companies may collect, use, and share my personal data to review and process my franchise application, contact me about the franchise opportunity, prepare related documents, and meet legal or regulatory requirements, in accordance with Singapore’s Personal Data Protection Act (PDPA). I understand that my information may be shared on a need-to-know basis with relevant staff, advisers, business partners, or service providers, whether in Singapore or overseas, and may be kept for as long as necessary for these purposes.

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

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

*Address*

Please kindly send the completed Expression of Interest form to:

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

Singapore Office Address:  
3 Pemimpin Drive, #03-05  
Singapore 576147  
Email: [enquiry@kcuts.com](mailto:enquiry@kcuts.com)