

New Franchisee Application

Milky Moo's Franchising, LLC

Milky Moo's



Homemade Ice Cream

Application Form

The information you provide will be held in the strictest confidence and completion of this form in no way constitutes any actual or implied obligation on the part of Milky Moo's Franchising, LLC or the applicant. We encourage you to share any relevant information and include/attach anything that you find will make your candidacy stand out as a potential franchisee. We want the very best and most dedicated people to be a part of the Milky Moo's Homemade Ice Cream Shoppe® franchise system. If you are planning to have a business partner or investor, he/she should complete a separate application form and hand it in along with yours. Thank you again for your interest in Milky Moo's Homemade Ice Cream Shoppe®!

Please fill out this form and then E-mail, Mail, Fax or deliver to:

Milky Moo's Franchising, LLC
113 E. College Street
Enterprise, AL 36330
Telephone: 334-348-2202
Fax: 334-348-2210
E-mail: franchise@milkmooicecream.com

About Yourself

Full Name:

Home Address:

City

State:

Zip Code:

Previous Address (*If at current address less than 3 years*):

Home Phone: _____ May we contact you here? Yes No

Bus. Phone: _____ May we contact you here? Yes No

Bus. Fax: _____ May we contact you here? Yes No

Date of Birth: _____ Citizenship: _____ SSN: _____

Name of last educational institution attended: _____ Degree/Diploma received: _____

Will there be any other active partners in this business? Yes No

Name of Partner 1: _____

Name of Partner 2: _____

Name of Partner 3: _____

PLEASE NOTE: *If you do have a partner/s, a separate application form will be need to be submitted for each partner*

How did you become interested in the Milky Moo's® franchise?

You've done business with Milky Moo's®

Existing franchisee (*Specify name/location*) _____

Other (*Please Specify*) _____

Employment History

Present Employer

May we contact your present employer? Yes No

Employed (*dates*): From: _____ To: _____

Position: _____ Salary: _____

Company: _____ Telephone: _____

Duties/Responsibilities: _____ Supervisor's name: _____

Previous Employer 1

May we contact your previous employer? Yes No

Employed (*dates*): From: _____ To: _____

Position: _____ Salary: _____

Company: _____ Telephone: _____

Duties/Responsibilities: _____ Supervisor's name: _____

Reason for Leaving: _____

Previous Employer 2

May we contact your previous employer? Yes No

Employed (*dates*): From: _____ To: _____

Position: _____ Salary: _____

Company: _____ Telephone: _____

Duties/Responsibilities: _____ Supervisor's name: _____

Reason for Leaving: _____

Other Information

Have you ever been self employed? Yes No

If yes, what type of business? _____

Have you or any company you have owned declared bankruptcy? Yes No

Have you ever been involved in any type of civil litigation or criminal offence? Yes No

If yes for either of the above 2 questions, please provide details:

From a business perspective, what would you say are your greatest:

Strengths? _____

Weaknesses? _____

List any hobbies, community activities or special interests:

Your Interests and Commitment

Please specify which geographic areas you are interested in by order of preference:

1. _____
2. _____
3. _____

What are your expectations by owning a Milky Moo's™ franchise?

What annual income after expenses do you hope to generate from your business? _____

How much time will you spend at your franchise? Full time _____ Part-time _____ (specify hours)

If you have partners in the business, will they be active in the day-to-day operations? Yes No

Will friends, family or associates be helping you? Yes No

If so, who are they? _____

How will they help? _____

Your Abilities

Why do you think you will succeed as a Milky Moo's® franchisee?

Why are you interested in a Milky Moo's® franchise?

Given that the success or failure of your business is primarily your responsibility, what would you do to promote your business?

Please provide an example where you have hired, trained and/or motivated staff or why you believe you will be a strong manager of people.

Financials

(All information provided is strictly confidential and will be treated as such)

Assets		Liabilities	
Cash	_____	Bank Loan (car, line of credit, etc.)	_____
Securities	_____	Notes payable	_____
Stocks/Bonds	_____	Home mortgage	_____
Notes and Loans Receivables	_____	Credit card balance	_____
Home (market value)	_____	Other real estate loans	_____
Other real estate	_____	Other Liabilities	_____
_____	_____	_____	_____
_____	_____	_____	_____
Other assets (please specify)	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
Value of business (if self-employed)	_____	_____	_____
TOTAL ASSETS	_____	TOTAL LIABILITIES	_____

Credit card(s) or margin of credit held and limit(s):

Credit 1: _____	Limit: _____
Credit 2: _____	Limit: _____
Credit 3: _____	Limit: _____

Current Net Monthly Income		Current Net Monthly Expenses	
Salary	_____	Rent/Mortgage	_____
Spouse's salary	_____	Utilities	_____
Other income	_____	Car Expenses	_____
_____	_____	Other	_____
_____	_____	_____	_____
TOTAL MONTHLY INCOME	_____	TOTAL MONTHLY EXPENSES	_____

Which specific assets do you intend to use to meet the cash requirements?

1. _____	3. _____
2. _____	4. _____

Other Comments:

Financial References:

Name 1: _____

Telephone: _____

Company: _____

Relationship: _____

Name 2: _____

Telephone: _____

Company: _____

Relationship: _____

Other References:

Name 1: _____

Telephone: _____

Company: _____

Relationship: _____

Name 2: _____

Telephone: _____

Company: _____

Relationship: _____

Type of Referral Source (select one): Referral Person Broker Consultant Advertising Other

Name of Referral Source: _____

Comments:

I hereby certify that all information provided in this application is true and correct as of the date below. I authorize Milky Moo's Franchising, LLC or its affiliates or agents to conduct any necessary credit and/or background checks. I understand that any false information or consequential omission contained in this application would be cause for immediate terminations of any subsequent agreement reached between myself and Milky Moo's Franchising, LLC.

The submission of this application does not obligate me or Milky Moo's Franchising, LLC in any way or manner.

Date

Signature

Print Name



Confidentiality and Non-Disclosure Agreement

Milky Moo's Franchising, LLC agrees to provide to the undersigned applicant pertinent confidential and proprietary documents and information relating to Milky Moo's®.

The undersigned agrees that this and any subsequent information received will be held in the strictest confidence and only used for the sole intention of evaluating a Milky Moo's® franchise opportunity. The undersigned further agrees this information shall only be made available to his/her financial and legal advisors, and then only under the terms and conditions that are set forth herein.

In the event that it is determined that there is no interest in pursuing a Milky Moo's® franchise, all documents and information provided shall be returned to Milky Moo's®.

Signed

Date

Print Name

Address:
