



DELISCENTS, INC  
 #7 Driod St., Brgy Kaunlaran, Cubao Quezon City  
 Tel. No.: 8370-1236 Email: [fms@misterdonut.ph](mailto:fms@misterdonut.ph)

**LETTER OF INTENT**

To The Franchise Manager

Dear Sir/Madame:

I wish to formalize my interest and intention to apply for a Mister Donut franchise. I intend to put up my franchise outlet in:

**COMPLETE ADDRESS OF THE LOCATION:** \_\_\_\_\_  
 (*# or Floor*)(*Name of the establishment*) (*Street*) (*Brgy*) (*City/Municipality*) (*Province*)

**A. MARKET STUDY AND SITE ASSESSMENT:**

Instructions:

1. Observe actual Trade Area characteristics against the criteria given below.
2. Mark an "X" in YES if actual trade area characteristics meet the criteria. Otherwise, mark NO.
3. Take note of the actual information in the ACTUAL column.

<i>Trade Area Characteristics</i>	Yes	No	Actual
Presence of Jollibee, Mercury Drug within 1 minute walk			
Pedestrian Traffic count in front of site higher than 160 or more for 10 mins			
Presence of terminal within 2 minutes walk or less			
Presence of KFC, Goldilocks and Shakeys/Pizza Hut within 1 minute walk			
Presence of school within 2 minutes walk or less			
Presence of Public market within 2 minutes walk or less			
Presence of mall within 2 minutes walk or less			
Presence of direct competitor DD, Hapi house & Local Players			
Direct competitor asset type, dine in?			

**B. SITE INFORMATION:**

**BASIC LEASE INFO:**

- Stand alone       W/ Parking Slot
- Mall space       Common Dining
- Others \_\_\_\_\_

**MEASUREMENTS:**

Space Size: \_\_\_\_\_ sqm  
 Frontage (width): \_\_\_\_\_ meters  
 Height (Floor to Ceiling) \_\_\_\_\_ meters  
 Depth (length) \_\_\_\_\_ meters

**LEASING INFORMATION:**

Lease Rates: \_\_\_\_\_/month  
 CAM/CUSA: \_\_\_\_\_ Escalation \_\_\_\_\_  
 Lease Terms: \_\_\_\_\_  
 Lease period: \_\_\_\_\_ years  
 Renewal : \_\_\_\_\_ years  
 Other Charges \_\_\_\_\_

**LESSOR'S CONTACT INFO:**

Name: \_\_\_\_\_  
 Telephone No.: \_\_\_\_\_ /Mobile No. \_\_\_\_\_  
 Email Address.: \_\_\_\_\_

**C. TRADE AREA INFORMATION:**

**Other Establishment Nearby:(please check)**

- Business or Financial District
- Church
- Corner Lot
- Hospitals/Clinics
- Mall- if yes please indicate inside or vicinity
- Office/Call Center Areas
- Public Market
- Residential Community
- School Community
- Supermarket/Hypermarket
- Transport Terminal
- Others (Specify)

Applicant's Area of Residence: _____ _____ Mobile: _____ E-mail: _____
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**D. BUSINESS REGISTRATION / PAYER NAME** that will be used upon approval

\_\_\_\_\_

**APPLICANT'S DECLARATION**

1. I hereby confirm that the above information are true and correct, and that the supporting documents attached hereto are genuine and voluntarily submitted by me for purposes of an application for franchise with DELISCENTS, INC., and for inclusion in the Franchise Database (Franchise Information System) should my application be approved.
2. In accordance to RA 10173 of the Philippines otherwise known as Data Privacy Act of 2012, I am willfully granting my consent to DELISCENTS INC. to use all the information that I have provided in my Resume and other submitted forms, such as but not limited to Bank Certification, proof of billing, proof of Income, etc., for the evaluation and approval of my Franchise application.
3. I was made aware that my contact details will be shared to authorized representatives of the company who will conduct background check and site study, and for reference purposes, should I qualify to be a Mister Donut Franchisee and the company needs to send out correspondences via all possible means of communication, such as but not limited to email, text (SMS) and social media platforms that may include Viber and Facebook messenger.

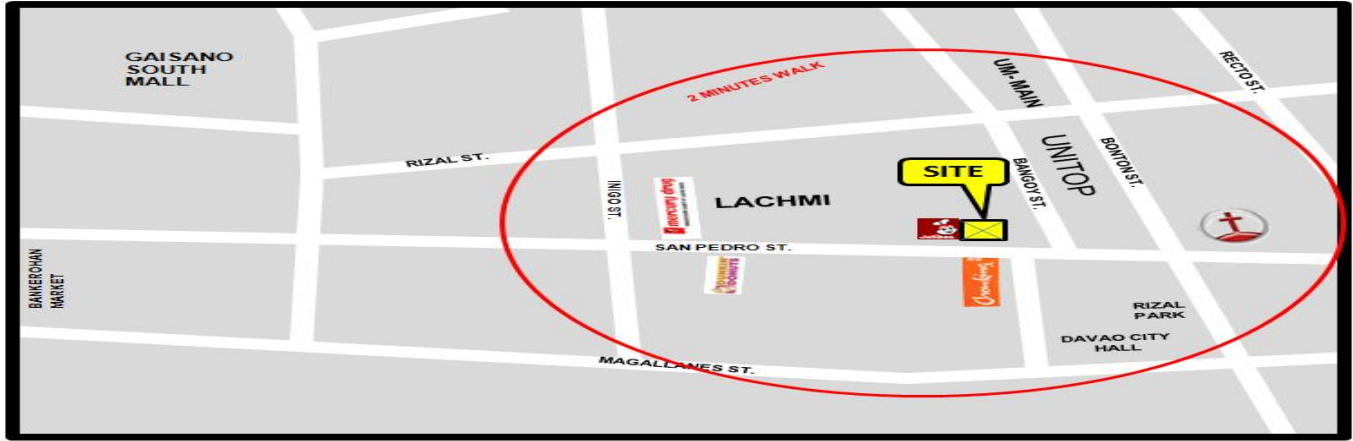
\_\_\_\_\_  
 Applicant's signature over printed name/Date



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\*Please attach vicinity map and pictures of proposed location.  
 See sample below:

**VICINITY MAP**



**SAMPLE SHOP PICTURES**



**LEFT VIEW**



**RIGHT VIEW**



**PANORAMIC VIEW ACROSS THE SITE**





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## SITE PHOTO WITH COMPLETE DIMENSION

### INLINE KIOSK



COMPLETE DIMENSIONS:

- 2 M WIDTH
- 4 M LENGTH
- 4 M DEPTH



COMPLETE DIMENSION

- 1.7 m width
- 3 m length
- 3 m depth
- 1.5 m width (roll-up signage)

ADDRESS:

FLOOR  
 BRGY.  
 TOWN/CITY  
 PROVINCE





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## SHOPPING IN



## SEMI DINE IN OR DINE IN

