

CONFIDENTIAL INFORMATION FORM

BEFORE COMPLETING THIS FORM ELECTRONICALLY:

- *Save this document to your computer*
- *Close the document*
- *Re-open the document from your computer*

This form has been designed to gather preliminary information about you and your interest in our franchise system. The purpose of this form is to help us begin the evaluation of your qualifications and business plan.

THIS IS NOT AN APPLICATION FOR A FRANCHISE OR EMPLOYMENT.

If you meet our qualifications and we both desire to pursue a possible franchise relationship, additional information, will be requested. At the conclusion of this form, please follow the instructions to submit the Confidential Information Form (CIF) to Dairy Queen of Utah Corporation (DQU).

(WE SUGGEST THAT YOU CONTINUALLY SAVE THIS DOCUMENT TO YOUR HARD DRIVE WHILE COMPLETING THIS FORM)

***Please type or print using black ink*

CONCEPT

DQ Grill & Chill® DQ® Treat Other: _____ (specify)

(Complete a separate form for each individual requesting consideration)

PERSONAL INFORMATION

Name _____

Address _____ City _____ State _____ Zip Code _____

Home Phone _____ Office Phone _____ Cell Phone _____

Preferred Phone Contact Number & Time to call (select one): Home Office Cell

E-Mail Address _____

EDUCATION AND EMPLOYMENT INFORMATION

Name of Schools Attended, Address, Degrees Earned, Years Attended and Major Subjects:

Employment History (please attach resume)

Describe your most recent two occupations (indicate if self-employed):

Present Position _____ From _____ To _____

Company Name/Location _____

Type of Business _____

Your Responsibilities _____

Previous Position _____ From _____ To _____

Company Name/Location _____

Type of Business _____

Your Responsibilities _____

BUSINESS AND MANAGEMENT

Do you have restaurant or retail management experience? Yes No

If yes, explain: _____

Please Note: A management person with restaurant/retail management experience will be required.

Have you ever been a franchisee of any other company? Yes No

If so, what company and dates? _____

Do you plan to be the full-time operator/manager of this business? Yes No

If not, have you identified an operator/manager? Yes No

If yes, will this person have a vested ownership interest in the business? Yes No

What is this person's current employment? _____

Number of employees supervised by this person? _____

Does the above individual have restaurant or retail management experience? Yes No

If yes, please explain: _____

What in your background or experience qualifies you to become a *Dairy Queen*[®] franchisee? _____

Desired date to open first unit: _____

Are you interested in multi-unit development? Yes No

How will the *Dairy Queen*[®] franchise help you in achieving your business and personal goals? _____

Do you plan to have equity partners? Yes No

If yes, please identify all partners and enclose a copy of this form completed by each partner.

Name	Address	Phone	Active in Business?

CURRENT BUSINESS INFORMATION

Note: Complete this section if an existing business entity will be proposed as the franchisee.

Business Name _____

Address _____ City _____ State _____ Zip Code _____

Office Phone _____ E-mail _____

Contact Person & Title _____

Phone Number/Extension _____ E-Mail Address _____

Nature of current business? _____

Is your company currently involved in the foodservice or retail industry? Yes No

If yes, please describe: _____

Does the business entity have an affiliation with any other franchise? Yes No

If yes, please explain: _____

Describe your goals for your proposed *Dairy Queen*[®] business: _____

SITE INFORMATION

Do you own or control property you would like to have considered for development? Yes No

If yes, location preferred:

First Choice Address _____ City _____ State _____ Zip Code _____

Second Choice Address _____ City _____ State _____ Zip Code _____

If you do not own or control property, what is your geographic preference? _____

FINANCIALS

The source and amount of available liquid assets and the amount of equity to be invested in the development of a new restaurant project is an important consideration. DQU has established minimum requirements in both of these areas for each concept. The actual equity necessary for a project may be greater depending upon lender requirements, etc. The current minimum requirements by concept are:

	<u>Net Worth</u>	<u>Liquid Assets</u>	<u>Required Equity</u>
<i>DQ Grill & Chill</i> [®]	\$750,000	\$400,000	\$300,000
<i>DQ</i> [®] <i>Treat</i>	\$200,000	\$175,000	\$125,000

Please Note: Retirement accounts are not considered liquid assets and may not be used in the calculation of Liquid Assets or the Required Equity.

Your Net Worth: \$ _____

Your Current Liquid Assets: \$ _____

The amount of equity you plan to invest into this project (Required Equity): \$ _____

Please Note: You will be required to verify your Net Worth, Liquid Assets and Required Equity in connection with your Franchise Application.

OTHER INFORMATION

How did you become aware of this franchise opportunity?

- | | |
|---|--|
| <input type="checkbox"/> Magazine _____ (which one) | <input type="checkbox"/> Restaurant Visit |
| <input type="checkbox"/> Trade Show _____ (which one) | <input type="checkbox"/> Internet _____ (<i>DQ</i> [®] Website or other) |
| <input type="checkbox"/> Referral | <input type="checkbox"/> Other _____ |

Additional information or comments that you might like to share with us in evaluating your consideration for a *Dairy Queen* franchise: _____

Please Note:

Please complete all questions to avoid delay in the review of your information.

Please remember to save this form to your hard drive before submitting to Dairy Queen of Utah Corporation (DQU).

TO SUBMIT YOUR CONFIDENTIAL INFORMATION FORM:

To electronically submit the completed Confidential Information Form (CIF) to Dairy Queen of Utah Corporation:

- *Go to the “File” menu*
- *Select “Send To”*
- *Choose “Mail Recipient”*
- *Address the email to: DQUtah@att.net*
- *Hit “Send”*

If you would prefer to mail the completed Confidential Information Form (CIF), please use the following address:

**Dairy Queen of Utah Corporation
Attn: Jim Huber
4066 Jupiter Dr.
Salt Lake, UT 84124
(801)278-5901**

Upon receipt, we will contact you to discuss available opportunities.