



FRANCHISOR PROFILE

Started in 2004 at Siglap Centre, ColorWash Pte Ltd ("ColorWash") is in the business of

- > Cleaning of bags and shoes;
- > Coloring of bags and shoes;
- > Repairing of bags and shoes;
- > Retailing of bags and shoes' cleaning products; and
- > Marketplace for customers' second hand bags

Guided by our belief of "Delighting the customers as the foundation of our business while at same time, saving natural resources and benefitting all stakeholders", ColorWash has been rewarded with increased acceptance of our skills and knowledge by the industry and customers.

Being first in the market for such services and strong rapport with our customers as a result of continuous R&D into product knowledge and customer service enhancement, ColorWash has achieved high customer retention and many new customers. Coupled with strong referrals from luxury retail brands and word-of-mouth recommendations by customers, PR coverage by the media, ColorWash gained awareness and popularity in our unique services.

ACHIEVEMENTS OF COLORWASH (I):

With our first outlet at Siglap Centre in 2004, ColorWash expanded into the Central Business District at China Square Central in 2006, with the aim of catering to corporate executive customers.

Towards the end of 2006 and within 2 years of opening our first outlet at Siglap Centre, ColorWash established our first local franchise outlet at Golden Shoe Carpark, targeted at the large volume of customers within the Central Business District and to position for future Marina Bay customers.

Another local franchisee was signed up and commenced in June 2009 at West Coast Plaza to target at the expatriate Japanese audiences in the Western and Central parts of Singapore, marking our second local franchisee and the start of our aggressive expansion after gaining experience in the past 3 years with our first franchisee and the appointment of a professional franchise consultant.



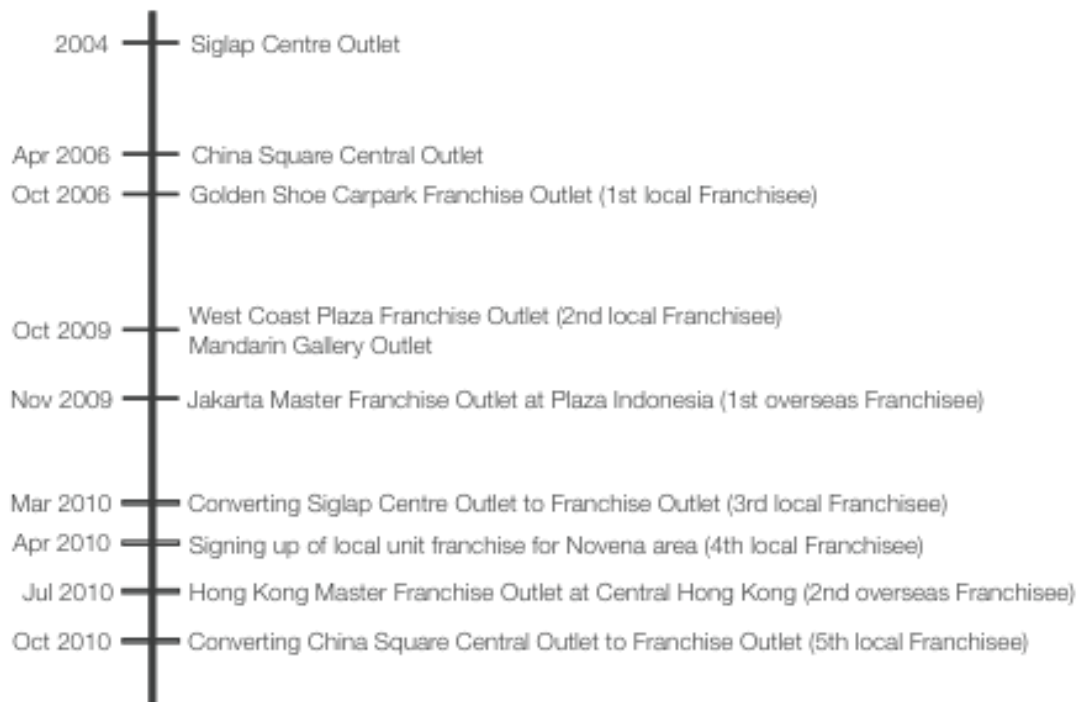
ACHIEVEMENTS OF COLORWASH (II):

Towards the end of 2009, we commenced our first overseas Master Franchise in Jakarta Indonesia and converted our Siglap Centre outlet to our third franchise outlet, while expanding our operations into the main tourist belt of Orchard Road with an outlet at Mandarin Gallery.

With continual interest in our business model and concept, we concluded our local franchise expansion plans in early 2010 with the signing of our fourth local franchisee, whose territory designated within the Newton/Novena/Toa Payoh areas to cater to the residents in Central and Northern parts of Singapore, as well as our final franchisee to take over our China Square Central outlet by the 4Q of 2010.

On the overseas front, we signed up our second overseas Master Franchise in Hong Kong, with the commencement of operations in July 2010 in Central, Hong Kong to cater to the business crowd in the bustling Central Business District. As the Franchisor, we continue to own the Mandarin Gallery location in Singapore while we shift our focus to being a franchise management organization for local and overseas expansion of our business concept and brand.

FRANCHISOR PROFILE





WHAT MAKES OUR FRANCHISE UNIQUE

UNIQUE BUSINESS OFFERING

In providing professional cleaning and coloring services for bags and shoes, we cater to the growing market of middle to high-income earners who purchase and value luxury goods.

FIRST-MOVER ADVANTAGE IN THE INDUSTRY

In the market since 2004, we are the market leader in Singapore with 5 outlets, as well as presence in Jakarta and Hong Kong.

PROPRIETARY EQUIPMENT AND CLEANING TECHNIQUES

Using state-of-the-art equipment imported from Korea, as well as various cleaning techniques and chemicals, we are able to clean, color, touch-up bags and shoes of various materials to their previous state, as well as extending the lives of these luxury items.

LOW DIRECT COMPETITION

With our continuous research and development, as well as staying in close contact with various high-end retail brands and their factories, we have first-hand information on new materials used for new luxury products, thus ensuring that we stay ahead of our competitors in terms of product knowledge, relevant chemicals and equipment required for ensuring product quality and control.

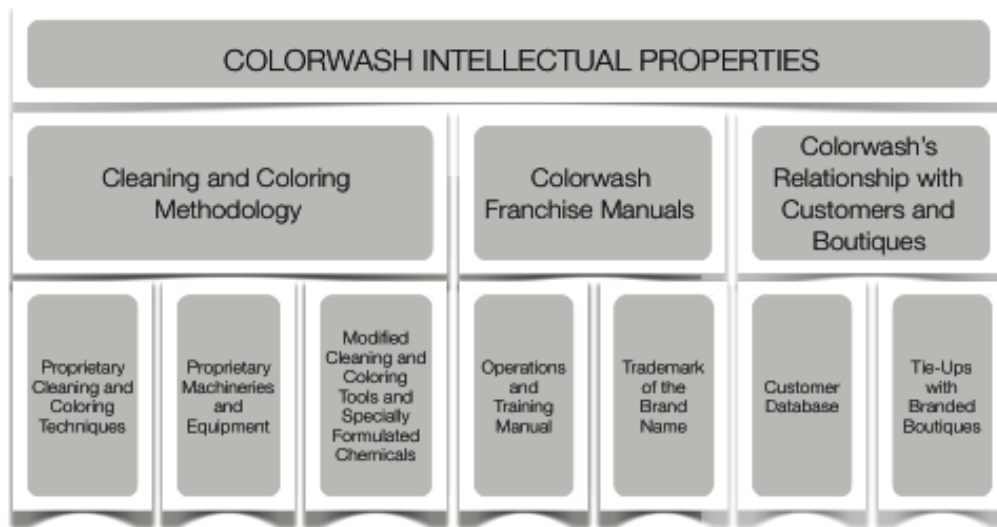
GROWING BASE OF CUSTOMERS

With growing accolades and high customer satisfaction, ColorWash has been acquiring new customers, while our repeat customers rely on our services and expertise in maintaining the appearance of their luxury bags and shoes.

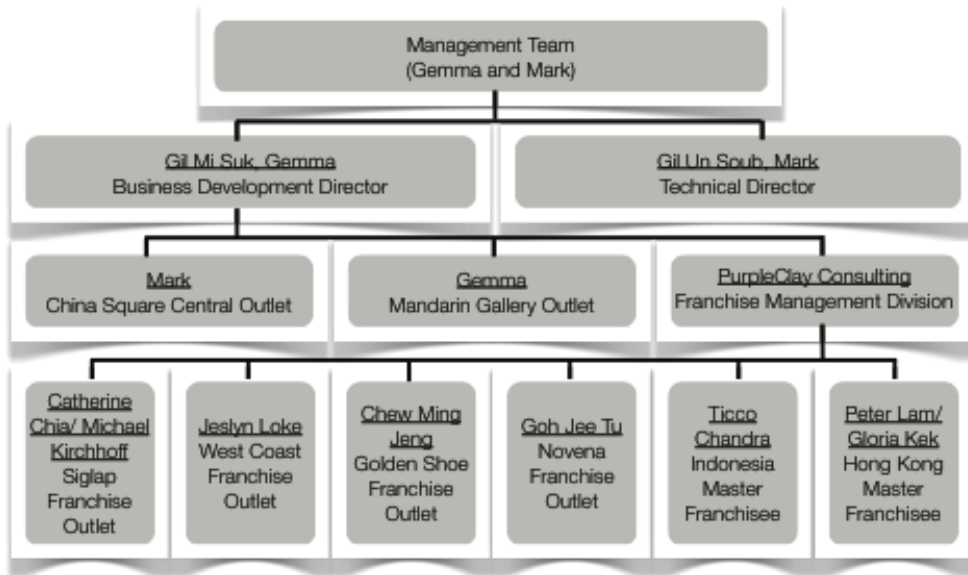
ENDORSEMENT (DIRECT AND INDIRECT) FROM HIGH-END RETAIL BRANDS

We work closely with various boutiques, conduct training lessons for these boutiques managers and sales staff in advising their customers on bags and shoes' issues. We are also referred directly by main luxury brands and have our name cards distributed by these boutiques to their customers.

INTELLECTUAL PROPERTY OF COLORWASH



ORGANIZATION STRUCTURE



FRANCHISE SIGN-UP PROCESS

Step 1	Enquiry via website, email, phone-call or walk-in
Step 2	Complete and return the confidential application form & business plan template to Colorwash Pte Ltd
Step 3	Colorwash and Franchise Consultant conduct background checks
Step 4	If the application is accepted, candidate will meet up Colorwash for further discussion and to understand our product and business philosophy better
Step 5	Review and Signing of Letter of Intent, along with 10% deposit of Franchise Fee.
Step 6	Candidate to source for a location, identify suitable staff for initial training within two months of Letter of Intent. Franchise Agreement provided to Franchisee for a review for a 2-week period.
Step 7	Colorwash will sign Franchise Agreement with candidate. Completion of balance of payment in accordance to the Agreement guidelines.
Step 8	Commencement of staff training, outlet renovation and preparation for opening.