



Please return completed form via fax or mail  
Fax: (801) 747 3422  
Mail: 894 East 3900 South, Salt Lake City, UT 84107  
Email: franchise@icebergdriveinn.com

## Franchisee Information Form

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

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

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

ZIP/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

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

Confirm Email: \_\_\_\_\_

Telephone No.: \_\_\_\_\_ Mobile Phone No.: \_\_\_\_\_

Current Occupation: \_\_\_\_\_

How did you hear about the Iceberg Drive Inn franchise opportunity?

What is it about the Iceberg Drive Inn concept appeals to you?

What do you feel are the essential elements to successfully running an Iceberg Drive Inn franchise?

Why do franchisees need to pay Iceberg Drive Inn, Inc., an initial franchise fee?

Why do franchisees pay ongoing royalties?

Why must franchisees pay an ongoing marketing and advertising fee?

Why is it important that system franchisees adhere strictly to the traditions of the original Iceberg?

What do you like the most about the Iceberg Drive Inn concept?

What would you most like change about the Iceberg Drive Inn concept?

What is your favorite shake flavor or combination of flavors at Iceberg Drive Inn?

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Franchisee Information Form (cont.)

Do you plan to operate the Iceberg Drive Inn yourself?  Yes  No

When would you like to start your business?

- Right Now
- 3 - 6 months
- 6 -12 months
- Over 12 Months

Where are you interested in opening an Iceberg Drive Inn (City, State)?

Do you currently live near the location?  Yes  No

Have you ever owned a business before?  Yes  No

If so what? \_\_\_\_\_

Have you ever owned a franchise business before?  Yes  No

If so what? \_\_\_\_\_

Have you ever had food service business experience before?  Yes  No

If so what? \_\_\_\_\_

What is your approximate net worth?

- \$2 million+
- \$1-2 million
- \$500,000 - \$1 million
- \$100,000-\$500,000
- Less than \$100,000

What amount do you have available for investing (liquid assets)?

(Please do not include 401(k) and/or IRA information)

- \$500,000+
- \$500,000 - \$300,000
- \$300,000 - \$400,000
- \$200,000 - \$300,000
- \$100,000 - \$200,000
- Under \$100,000

Where do you have most of your liquid assets?

- Cash
- Stocks
- Bonds
- Certificates of Deposit
- Other \_\_\_\_\_

Do you plan to have an equity partner?  Yes  No

Do you plan to have an operational partner?  Yes  No

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