



HONDA

DEALER APPLICATION FORM

DISCLAIMER & PRIVACY NOTICE | This document is an application form for applicant to apply for Honda Malaysia Sdn Bhd ("HMSB") 3S Dealership. HMSB requires all interested applicant to complete this application form diligently. All information provided by the applicant will be treated with high confidentiality and will be used solely for selecting the right business partner to carry the brand of Honda in Malaysia. The submission and processing of this Dealer Application Form obligates neither the applicant nor HMSB to become the party to any contract or legal agreement. Any investment and expenditure made by the applicant in completing this application form are at applicant's risk and do not in any way obligate HMSB.

NEW PRIMARY MARKET AREA (PMA)

Below are listing of PMA for new Honda dealership together with minimum requirement of land size and initial investment expected.

State	Primary Market Area (PMA)	Minimum Land Area Required	Estimated Investment Required	
			3S Building, Facility and Initial Operation Setup Cost	Monthly Working / Operation Capital for Sales, Service & Spare Parts
		(acres)	(RM Million)	(RM Million)
Kuala Lumpur / Selangor	Cheras	1.5	3.5 – 4.5	2.5 – 3.5
	Equine Park	1.0	3.0 – 4.0	2.0 – 3.0
	Kota Kemuning	1.0	3.0 – 4.0	2.0 – 3.0
Negeri Sembilan	Nilai	1.0	3.0 – 4.0	2.0 – 3.0
Sabah	Kota Kinabalu	2.0	4.0 – 5.0	3.0 – 4.0
	Keningau	1.0	2.0 – 2.5	1.5 – 2.0
	Lahad Datu	1.0	2.0 – 2.5	1.5 – 2.0
Wilayah Persekutuan Labuan	Labuan	1.0	2.0 – 2.5	1.5 – 2.0

TERMS & CONDITIONS

The applicant must read and understand the requirements stipulated below and prepare all relevant documents prior to submitting this application form.

1. Supporting Documents

The following documents are to be enclosed together with the Application Form:-

- Company's profile
- Company's Memorandum & Articles of Association.
- Company's Form 9, 24, 44 and 49.
- Copies of audited financial report (last 3 years).
- Copy of I.D cards of all shareholders and directors.
- Applicant's business plan comprising trade area studies, information on propose location, investment assessment and projection, sales and marketing plan.
- Any other supporting documents.

2. Financial

Successful applicant must provide adequate capital to finance the proposed dealership. Minimum investment for 3S facilities and operational capital can be found on page 2.

3. Equity, Shareholding and Directorship

- 100% wholly-owned Malaysia-registered Company.
- Private limited or public limited Company.
- All shareholders and directors are free from bankruptcy history.
- Applicant at any time has never been convicted of any crime and has never been found civilly liable for or entered into a consent decree with respect to any customer fraud, unfair trade practice, misleading advertising, etc.

4. Propose Site

1.1. Land

- "Industry" or "Commercial" status that able to operate a 3S under 1 roof.
- Shop lot premises are not allowed.
- Minimum size of the propose land is stipulated in page 2.

1.2. Ownership / Tenancy

- Land must be owned or leased for a long-term duration of at least 10 years.

1.3. Approval

- The applicant must be able to obtain all relevant government approvals from local authority/council particularly for workshop operations at the proposed site.

5. This application form is for one PMA only. If applicant intend to apply for multiple PMA, a separate application form is required for each location.

6. This application form must be completed in full. Honda Malaysia reserves the right not to entertain uncompleted form. Application form must be submitted to:

Dealer Development Division
Honda Malaysia Sdn Bhd
Level 4, CP Tower No.11, Jalan 16/11,
Pusat Dagang Seksyen 16,
46350 Petaling Jaya
Selangor Darul Ehsan.

Email: newdealers@honda.net.my

Tel: 03-7953 2400 Ext. 2319

Only shortlisted candidates will be notified.

Please state "DEALERSHIP APPLICATION" at the right end top of the envelope.

APPLICATION FORM

Primary Market Area Applied (PMA) (Refer to pg.2) : _____

A. Applicant's Profile

1.	Name of Applicant/Company	
2.	Company Registration No	
3.	Registered Address	
4.	Business Address	
5.	Constitution of Company	Private Limited / Public Limited / Other (please specify) _____
6.	Nature of Current Business	
7.	Telephone (Office)	
8.	Fax	
9.	Email	
10.	Contact Person/Designation	
11.	Contact No (Mobile)	
12.	Other automotive brand currently held (If any)	

B. Company Structure

i. Authorized Capital	ii. Paid-Up Capital	iii. Company Status
		<input type="checkbox"/> Bumiputra <input type="checkbox"/> Non-Bumiputra

iv. Shareholder / Director				
Name	IC No	% Share	Designation	Full / Part Time

C. Shareholder / Director Information

(one form to be filled for each shareholder and director)

i. Profile of Shareholder/Director

Name			
IC No (New)		IC No (Old)	
Date of Birth		Sex	
Race		Religion	
Home Address:		Mailing Address	
Telephone (Home)		Telephone (Office)	
E-mail		Mobile No	
Marriage Status		No of Children	

ii. Academic & Professional Background

Level of Qualification	Area	Institution	Year

iii. Working Experience

Name of Company	Designation	Year

iv. Business/Entrepreneur Experience

Name of Company	Designation	Nature of Business	Year

v. Involvement in Social Activities& Community Program

Name of Society/Club/NGO	Designation	Year

D. Proposed Location

1.	Location	
2.	Address (if any)	
3.	Land Size (sq ft)	
4.	Land Ownership	Owned <input type="checkbox"/> Leased <input type="checkbox"/> Duration of Lease _____
5.	Land Value (per sq ft)	
6.	Land Status	Industrial <input type="checkbox"/> Commercial <input type="checkbox"/> Others <input type="checkbox"/>
7.	Competitor in this area	
8.	Any existing facility at this location?	Yes <input type="checkbox"/> No <input type="checkbox"/>
9.	If yes, what is the building size?	
10.	Any other automotive brand operating at this facility	
11.	GPS Coordinates	

Please submit together the following supporting documents: -

1. Photo of the proposed location.
2. Photo of the building, exterior and interior (if any).
3. Copy of Land Title
4. Tenancy Agreement (if any),
5. Site Plan
6. Map of the proposed location, etc.

E. Financial / Investment Information

i. Proposed Working Capital			
a) Internal (Share Capital, Sales of Fixed Asset, etc)		RM	
b) External (Bank Loan, OD, etc)		RM	
c) Others (if any)		RM	
ii. Bankers / Facilities Loan			
Bank / Finance Company/ Branch	Type of Account (Current Account/Loan/ OD, etc)	Account No	Amount/ Balance
			RM
			RM
			RM
			RM
			RM
			RM
iii. Budgeted Capital Investment			
Land	RM		
Building Construction / Renovation	RM		
Office Equipment	RM		
Tools	RM		
Test / Company Car	RM		
Others	RM		

Please submit together the following supporting documents: -

1. Copy of Audited Account (last 3 years)
2. Copy of Bank Statement (last 3 month)
3. Certificate / Letter of Award for Bank Facilities
4. Any other Financial facility documents

BUSINESS PLAN

Applicant is required to attach a comprehensive business plan for the intended Honda Dealership that comprises the following information: -

- A. 5-years sales projection
- B. 5-years service intake projection
- C. Financial / Investment Assessment
 - Projected Profit & Loss Account
 - Projected Cash Flow
 - Projected Return on Investment
- D. Manpower Planning for Sales, Service and Parts operation with proposed organization chart
 - Management Team
 - Sales & After Sales Team
 - Admin Support Team
- E. Information on propose location
 - Information of the propose land. Size, title, status, etc with photo and map.
 - Demographic
 - Economic Activity
 - Vehicle population
 - Competitor Analysis
- F. Project Timeline
 - Detail of project scope with timeline tabulated in Microsoft Project.
- G. Marketing Plan
- H. Answer the following questions.
 - What is your understanding on Honda Dealership Business?
 - What is your strategy to expand the market share in the proposed area against competitors in order to contribute to the overall state of market share?
 - How do you ensure customer satisfaction in Sales & After Sales operation?
 - Why do you feel you are qualified to be a Honda dealer?
 - Please let us know any other relevant information that you believe we should know..

DECLARATION

By signing below, I/We hereby: -

1. Declare that the information given in this application is the latest, true and correct.
2. Consent and authorize Honda Malaysia Sdn Bhd to verify the information given herein from any source.
3. Read, understand and agree to the Dealership Application Requirement which include, but not limited to submitting all supporting documents as per stated in this application form.
4. Aware that any wrong information given herein can result in the dealership, if granted, being terminated without any further notice.
5. Understand and agree that Honda Malaysia Sdn Bhd reserves all rights to process and choose the best candidate that meets & complies to all the criteria.

Signature & Company Stamp	Please affix Business Card
Name: Designation: Date:	(Stick here)

End of Application Form

DEALERSHIP APPLICATION CHECKLIST

Applicant's Name: _____
PMA: _____

- ☐ Existing HMSB Dealer
☐ New Applicant

1. Company Information

- ☐ Company's profile
☐ Company's Form 9, 24, 44 and 49
☐ Copy of ID cards of all shareholders and directors

2. Proposed Location

- ☐ Photo of proposed location
☐ Photo of the building, exterior and interior (if any)
☐ Copies at Land Grants (*Geran Tanah*)
☐ Tenancy Agreement (if any)
☐ Map of proposed location e.g. Google Map

3. Financial Information

- ☐ Copy of Audited Account (last 3 years)
☐ Copy of Bank Statement (last 3 months)
☐ Certificate or Letter of Award for bank facilities

4. Business Plan

- ☐ Availability

☐ Proceed with next step

☐ Reject

☐ Require more information
