

Appendix

Tranche 1 deliverables from Action Culture Pte. Ltd.:

1. Franchise Marketing Kit for 20 brands
 - a. Franchise Marketing Brochure – up to 8 pages per brand
 - b. Franchisee Application form
 - c. Franchise advert-key msg – 2 page per brand
2. Branding/ Logo/ Concept Design for 10 China Brands
 - a. Creative/Art direction, Mood Boards
 - b. Brand Naming in Chinese and English
 - c. Logo Design
 - d. Brand Elements- Font, Colour, Assets
 - e. Corporate Identity Guide
 - (i) Including storyline of culture and heritage
3. Store Collaterals Design for 10 China Brands
 - a. Store name card
 - b. Brand logo on cups/ crockery and takeaway packaging (advisory and brand application)
 - c. Menu board design
 - d. Hand-held menu design
 - e. Electronic menu design
 - f. Order chit design
 - g. Brand logo on uniform (advisory and brand application)
4. Space Design
 - a. Menu Board
 - b. In-store signs
 - c. Signage design
5. Interior design for 10 China Brands for F&B shop space of 500-1000sf
 - a. Layout design
 - b. Full space design for all areas except kitchen
 - c. Artist impression for 3 permutations of possible space layouts (square, deep, wide)
6. Corporate identity advisory for 10 Singapore brands
 - a. Enhancements to brand logo and fonts
 - b. Menu and menu board
 - c. Storyline of culture and heritage

7. Proposal and Design for Food Street concept consisting of the 20 brands
 - a. Artist impression for 3 permutations of possible space layouts (Food Street, Food court, Hawker Centre)