



**What will make your retail operation memorable?** *(How will you make it special from other operations selling the same/similar merchandise?)*

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**Describe briefly your visual merchandising plans for your operation:** *(ie: displays, types of fixtures and color schemes. Attach photos or drawings to get your ideas across).*

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*Visual merchandising plans of accepted applicants must be pre-approved before move-in day*

**Who is your target customer?** *(Male, female, age, income level, etc)*

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**What sales volume would you project for your concept at this Center?**

Monthly Sales Projections \$ \_\_\_\_\_ Annual Sales Projections \$ \_\_\_\_\_

**Is your merchandise hand-crafted by yourself, purchased wholesale, or franchised?**

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**Do you have established resources for the product you will be selling?**

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**How long will it take to receive or produce your product?** *(Overnight, two weeks, 1 month, etc)*

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**Are you currently operating a business?** Yes \_\_\_ *If so, how many locations?* \_\_\_ No \_\_\_

**How long have you operated your present business?**

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**Have you operated/managed any other businesses?** *(Please describe)*

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**Have you operated a retail business in any other mall locations?** Yes \_\_\_ *(please describe)* No \_\_\_

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*\*\*If yes, please list the mall names, dates of operation, and approximate monthly sales*

Location \_\_\_\_\_ Dates \_\_\_\_\_ Sales \$ \_\_\_\_\_

Location \_\_\_\_\_ Dates \_\_\_\_\_ Sales \$ \_\_\_\_\_

Location \_\_\_\_\_ Dates \_\_\_\_\_ Sales \$ \_\_\_\_\_

How many employees to you anticipate hiring? \_\_\_\_\_

Have you thought about incentives you may offer employees to help motivate & increase sales?(if so, explain)

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Miscellaneous comments:

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Your application must include photos, sketches, and or/visuals describing your retail concept.  
***Please only send items/photos we may keep on file.***

**Please return Application to:**

LDM Name

Center Name

Center Address

Center Address

Phone:

Fax :

Email:



**\*\*\*FOR OFFICE USE ONLY\*\*\***

Term of Agreement: \_\_\_\_\_

Min Rent: \$ \_\_\_\_\_ Percentage Rent % \_\_\_\_\_ Natural\_\_ Unnatural \_\_ breakpoint

Application Fee \$ \_\_\_\_\_ Other Fees\$ \_\_\_\_\_

Date Submitted: \_\_\_\_\_ Corporate Approved: Yes \_\_\_ No \_\_\_ Date \_\_\_\_\_

Comments:

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