

YOHO Mall 美食廣場 - 商業報告模版

## YOHO MALL Food Market - Business Report

## A. 基礎資訊 Basic Information (必填 Required)

申報主體： Application Entity	<input type="checkbox"/> 個人 Individual <input type="checkbox"/> 團隊 Team <input type="checkbox"/> 企業 Company <input type="checkbox"/> 其他 Others : _____
聯絡電話： Contact Number	
主申請人澳門身份證號 / 商業登記編號： Main Applicant Macau ID No. / Business Registration No.	
是否提交第二套備選方案： Submit a second alternative plan	<input type="checkbox"/> 是 Yes 方案名稱： Alternative plan name : _____
	<input type="checkbox"/> 否 No

## B. 項目核心資訊 Core Project Information (必填 Required)

項目名稱： Project Name	(中文)  (English / Português)
餐飲類型： Category	<input type="checkbox"/> 主食 Staple Foods <input type="checkbox"/> 小食 Snacks <input type="checkbox"/> 飲品 Beverages <input type="checkbox"/> 甜品 Desserts <input type="checkbox"/> 健康食品 Health Foods <input type="checkbox"/> 外國料理 Foreign Cuisines <input type="checkbox"/> 其他 Others : _____

主打商品 (最多 3 款) Featured Products (Up to 3 kinds)	
產品名稱： Product Name	
核心賣點： (口味 / 特色 / 創意) Core Selling Points (Taste/Features/Creativity)	
預估定價 (澳門幣)： Estimated Price (MOP)	
目標客群： Target Audience	<input type="checkbox"/> 學生 Students <input type="checkbox"/> 旅客 Tourists <input type="checkbox"/> 本地居民 Local Residents <input type="checkbox"/> 其他 Others : _____

## C. 市場與競爭簡述 Market &amp; Competition Brief (必填 Required)

項目契合度：簡述產品與美食廣場定位、目標客群的匹配點  
Project Fit: Briefly describe the alignment between the product, food market positioning and target customers

競爭優勢：自身產品 / 服務的獨特之處  
Competitive Advantage: Unique features of the product/service

## D. 運營初步規劃 Preliminary Operation Plan (必填 Required)

人員配置 (核心崗位)： Staffing (Core Positions)	<input type="checkbox"/> 主廚 (No. of Chef) : _____ <input type="checkbox"/> 店員 (No. of Clerk) : _____ <input type="checkbox"/> _____ : _____ <input type="checkbox"/> _____ : _____
食材採購： Ingredient Sourcing	<input type="checkbox"/> 本地採購 Local Procurement <input type="checkbox"/> 跨境採購 Cross-border Procurement <input type="checkbox"/> 其他 Others : _____
簡單行銷思路： Basic Marketing Strategy	<input type="checkbox"/> 社交媒體推廣 Social Media Promotion <input type="checkbox"/> 節日促銷 Festival Promotion <input type="checkbox"/> 會員優惠 Membership Benefits <input type="checkbox"/> 會員充值 Recharge <input type="checkbox"/> 其他 Others : _____

## E. 財務概要 Financial Summary (必填 Required)

自籌啟動資金： Self-raised Startup Capital	澳門幣 _____ MOP _____  **不少於澳門幣 50,000.00 **No less than MOP50,000.00
預估月均成本 (簡要)： Estimated Monthly Average Cost (Brief)	食材 _____ + 人力 _____ + 其他 _____ = 總計 _____ (澳門幣)  Ingredients _____ + Labor _____ + Others _____ = Total _____ (MOP)
預估月均營業額目標： Estimated Monthly Average Turnover Target	澳門幣 _____ MOP _____
預估銷售量： Estimated Sales Unit  **根據上述產品定價及營業額目標計算 **Make calculations based on the above product pricing and sales targets	

## F. 聲明與承諾 Declaration &amp; Commitment (必填 Required)

本人 / 本團隊 / 本企業鄭重聲明並承諾：所提交之本次 YOHO Mall 美食廣場入駐計劃的所有申報資料（含商業報告、報名表、相關證明文件及口述資訊等）均真實、準確、完整，無任何虛假記載、隱瞞重要事實或弄虛作假之情況；將嚴格遵守 YOHO Mall 美食廣場打造計劃的全部項目規則、管理約定及敬業條款等相關規定，恪守澳門特別行政區關於餐飲經營、食品安全、工商稅務、市場運營等方面的所有相關法律法規；若成功入選獲得入駐權及資助，將嚴格按照提交的商業報告規劃推進攤位經營，合理規範使用項目給予的各項資助資金與配套資源，全面履行與主辦方約定的各項合同義務。

I / We hereby solemnly declare and warrant that all the application materials submitted for the YOHO Mall Food Market entry program (including business reports, application forms, supporting documents, oral information and other relevant materials) are true, accurate and complete, without any false records, concealment of material facts or fraudulent acts; we shall strictly abide by all the project rules, management agreements and non-compete clauses of the YOHO Mall Food Market Development Project, and comply with all applicable laws and regulations of the Macao Special Administrative Region in respect of catering operation, food safety, industry and commerce, taxation, market operation and other relevant fields; if we are successfully selected and obtain the entry right and funding support, we will carry out the stall business in strict accordance with the planning of the submitted business report, rationally and standardly utilize all the funding and supporting resources provided by the project, and fully perform all contractual obligations agreed with the organizer

申報人簽名 / 蓋章

Applicant's Signature / Chop

日期 Date : \_\_\_\_\_