

**KONTENA PARK INCUBATION PROGRAM APPLICATION GUIDELINE**

\*PLEASE READ CAREFULLY BEFORE FILLING IN APPLICATION FORM\*

**OBJECTIVE OF KONTENA PARK:**

* Kontena Park is a platform for food entrepreneurs to test and validate their product in a real market setting.
* Under this programme, incubatees are provided with training, mentoring and coaching, as well as subsidized rental at Kontena Park for a period of 1 year.

**ELIGIBILITY CRITERIA:**

To be eligible for the programme, Applicant have to **meet** the following general criteria:

* Must be registered and based in Brunei Darussalam (100% locally owned businesses by Citizen or Permanent Residents)
* Existing business with a minimum of less than a year operation and must have a marketable product (New Business will be subject to the Assessment).
* Minimum 3 committed team members in order to complete a 1-year incubation period and are able to operate according to Kontena Park hours; Every day from 8am to 8pm.
* Must be ready to begin incubation programme by January 2022.
* Must be ready to begin operation by April 2022.
* Accountable for the cost of utility bills, equipment and own renovation.

Completed **digital application form** must be submitted to **kontenapark@dare.gov.bn** no later than **27th December 2021**

**ASSESSMENT STAGES**

Stage 1: Assessment of application form

* + Screening of application form and documents to check the completeness and eligibility based on the general criteria.
  + Shortlisted companies will be email for Stage 2.

Stage 2: Attending Compulsory workshop\* (7 modules – consecutive of 7-10 working days)

* + All shortlisted companies after Stage 1 will undergo **Compulsory workshop and Consultation (Optional)** provided by DARe under Kontena Park Programme.
  + The applicants will be asses based on the evaluation criteria below.
  + By the end of stage 2, all shortlisted companies **must submit Business Plan and Financial Projection** which will be assess in Stage 3.
  + Shortlisted companies will be email for stage 3.

Stage 3: Business Plan and Food Assessment

* + Screening the Business Plan to check for completeness and eligibility based on the evaluation criteria below.
  + Shortlisted companies will be notified within 14 calendar days to prepare best-selling item for food tasting review by external party and 1 on 1 interview on the submitted business plan.

**ONLY EIGHT (8)** Successful companies after Stage 3 will be shortlisted and are required to sign a contract with DARe before 1-year incubation period can begin.

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| **EVALUATION CRITERIA** | |
| **Stage 2 (Compulsory Workshop)** | |
| ***Attendance and Commitment*** | The applicant must attend all of the compulsory workshop and show commitment in growing its business. |
| ***Business Plan and Financial Projection*** | The applicant must submit both Business Plan and Financial Projection for the next 1 year. |
| **Stage 3 (Business Plan and Food Assessment)** | |
| **Business Plan** | |
| ***Overview and Potential*** | The applicant must provide detailed understanding on its business and show their business have potential to grow. |
| ***Vendors Objective*** | The applicant must be able to meet Kontena Park Objectives; to test and validate their product in a real market setting. |
| ***Food and Beverage*** | The applicant must provide clear explanations of what food and beverage they offer and the unique selling proposition that makes it competitive. |
| ***Marketing Plan*** | The applicant must plan its marketing such as the competitive landscape, identifying target market and strategies to market its business. |
| ***Management and Organization*** | The applicant must provide the organization chart of the team members including its roles, responsibilities and their prior experience.  Applicant must also show its commitment and have enough staff to run during Kontena Park operating hours. |
| ***Financial Plan*** | The applicant must demonstrate its financial projection including monthly Cash Flow, Profit and Loss, and Balance Sheet for next 1 year. |
| **Food Assessment** | |
| ***Appearance***  ***Aroma***  ***Taste***  ***Texture and Consistency***  ***Flavor*** | |

**For more information, please visit** <https://www.dare.gov.bn/kontena-park\> **or contact us at +673 2384830 or kontenapark@dare.gov.bn**

**Guide and instructions:**

* Applicants must email [kontenapark@dare.gov.bn](mailto:kontenapark@dare.gov.bn) a **completed application form** together with the requisite documents.
* To expedite your application, please provide the information requested as **completely** as possible. If the space provided is insufficient, a separate sheet may be used. Where information is not yet available or not applicable, please indicate accordingly.
* Upon completion of this application, you are required to submit all documents required in this form. Any supporting documents or information to be provided under appendices as a separator for each section required.
* **All information provided will be held in the strictest confidence.**
* Submission form checklist:

|  |  |
| --- | --- |
| Completed application form |  |
| Copies of the identity cards of applicants |  |
| Business registration document (Form 16/17) |  |
| Menu of Food and Beverage |  |
| Soft copy of all the document above |  |

**KONTENA PARK INCUBATION PROGRAM APPLICATION FORM**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **GENERAL** | | | | | | |
| From where did you hear about this program | DARe IG  DARe Email  DARe Website  BizBrunei  Kontena Park IG  Kontena Park FB   Others (specify): **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | | | | | |
| **FIRM/COMPANY DETAILS** | | | | | | |
| Business/Company Name |  | | | | | |
| Registration/Incorporation Date (DD/MM/YYYY) |  | | **Registration/ Incorporation No.** |  | | |
| Business Address |  | | | | | |
| No. of Employees | Local: | | | | | |
| Non-Local: | | | | | |
| **Details of Company ‘s owner/Director/ Stakeholder (as stated in Business Registration)** | | | | | | |
| Name |  | | | | | |
| Phone No. |  | | Birth of Date |  | | |
| Identity Card |  | | Designation |  | | |
| **Details of Company Personnel involved (staff)** | | | | | | |
| Name |  | | | | | |
| Phone No. |  | | Birth of Date |  | | |
| Identity Card |  | | Designation |  | | |
| **Details of Company Personnel Involved (staff)** | | | | | | |
| Name |  | | | | | |
| Phone No. |  | | Birth of Date |  | | |
| Identity Card |  | | Designation |  | | |
| **Details of Firm/Company Contact Person** | | | | | | |
| Name |  | | | | | |
| IC Number |  | | Colour |  | | |
| Date of Birth (DD/MM/YYY) |  | | | | | |
| Gender |  Male Female | | | | | |
| Designation |  | | | | | |
| Contact No. (Mobile/ Office) |  | | | | | |
| Email |  | | | | | |
| **BUSINESS DETAILS** | | | | | | |
| **Business information** | | | | | | |
| Brief Business Description |  | | | | | |
| **Products information** | | | | | | |
| Type of products |  Food   Beverages   Desserts | | | | | |
| Cuisine Type |  | | | | | |
| Description of the products that you are selling |  | | | | | |
| Unique Selling Point (USP) |  | | | | | |
| **Others** | | | | | | |
| What are your goals to achieve by joining Kontena Park? |  | | | | | |
| **GENERAL BUSINESS INFORMATION** | | | | | | |
| Business Physical Opening  Day |  Monday   Tuesday   Wednesday   Thursday   Friday   Saturday   Sunday | | Business Physical Opening Hours | Monday  AM  PM  Tuesday  AM  PM  Wednesday  AM  PM  Thursday  AM  PM  Friday  AM  PM  Saturday  AM  PM  Sunday  AM  PM | | |
| Business Online Opening Day |  Monday   Tuesday   Wednesday   Thursday   Friday   Saturday   Sunday | | Business Online Opening Hours | Monday  AM  PM  Tuesday  AM  PM  Wednesday  AM  PM  Thursday  AM  PM  Friday  AM  PM  Saturday  AM  PM  Sunday  AM  PM | | |
| Where are you currently selling at the moment? |  Homebased   Central Kitchen   Food court   Canteen   Commercial   Online   Others: **\_\_\_\_\_\_\_\_\_\_** | | | | | |
| **BUSINESS DIGITAL READY** | | | | | | |
| Food Online Delivery Platform |  HeyDomo   Gomamam   Tapow   Others: **\_\_\_\_\_\_\_\_\_\_\_** | | | | | |
| Online Delivery Platform |  Brunei Delivery Service (BDS)   ONZ   Grocer+   DART   Others: **\_\_\_\_\_\_\_\_** | | | | | |
| Method used in Record Keeping |  Physical Book Keeping   Excel   Accounting Software: **\_\_\_\_\_\_\_\_\_\_**   POS: **\_\_\_\_\_\_\_\_\_\_**   Others: **\_\_\_\_\_\_\_\_\_\_** | | | | | |
| Payment Method |  BIBD Quickpay / Progresif Pay   Baiduri Payment Gateway   Pocket   Beep plus+   Cash   Bank Transfer   DSTpay   Others: **\_\_\_\_\_\_\_\_\_\_** | | | | | |
| Method used in Customer Service |  Loyalty/ Reward card scheme   Digital loyalty programs (app)   Buzzer   Free WIFI   Others: **\_\_\_\_\_\_\_\_\_\_** | | | | | |
| Do you use social media to market your products?  Kindly tick and write down the name of the business account |  Facebook: **\_\_\_\_\_\_\_\_\_\_\_\_**   Instagram: **\_\_\_\_\_\_\_\_\_\_\_\_**   Titktok: **\_\_\_\_\_\_\_\_\_\_\_\_**   Website: **\_\_\_\_\_\_\_\_\_\_\_\_**   Others: **\_\_\_\_\_\_\_\_\_\_\_\_** | | | | | |
| **FINANCIAL DETAILS\*** | | | | | | |
| **To provide a statement of Business Revenue (1 year period)** | | | | | | |
| **Revenue (for at least 1 year)** | | **$X,XXX.XX** | | | | |
| **SELF DISCLAIMER** | | | | | | |
| 1. Do any of the proprietor/partner/director/ shareholders currently have ongoing lawsuit | | | | |  Yes |  No |
| 1. Do any of the proprietor/partner/director/ shareholders currently have any ongoing bankruptcy filings? | | | | |  Yes |  No |
| If the response to any of the above question is ‘Yes’, Please provide further details below | | | | | | |
|  | | | | | | |
| 1. Are you aware of the rental charges of the Kontena Park? | | | | | Yes |  No |
| **ADDITIONAL REMARKS (if any)** | | | | | | |
|  | | | | | | |
| **DECLARATION** | | | | | | |
| I hereby declare that the information given in this form are true and accurate to the best of my knowledge and in case any of the above information are found to be false or inaccurate, the relevant authority has the right to disqualify my application form. In addition, I understand that there will be a monthly monitoring and inspection required if my application is shortlisted.  **Authorised Signatory**  Name (in **BLOCK LETTERS**): **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  Designation: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  Company/Business Name: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  Signature: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  Date: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  (Company’s Stamp) | | | | | | |

**-End of Application Form-**