

MYYWAY

FASHION BOUTIQUE FRANCHISE APPLICATION

Tell us about your background, your vision for a boutique, and how you'd bring it to life.

Application Form

Please complete all required sections. Completing this form does not guarantee franchise approval.

01 Personal & Contact

Basic details so MYYWAY can identify and reach you.

Full Name	
Father / Guardian Name	
Date of Birth	
Gender	Female / Male / Prefer not to say
CNIC / National ID Number	
Nationality	
Address	
City	
Country	
Mobile Number	
WhatsApp Number	
Email Address	
Alternative Phone (Optional)	

02 Fashion & Retail Experience

Help MYYWAY understand your background across fashion, retail and store operations.

Fashion Experience	No experience / Some experience / Experienced / Highly experienced
Retail Experience	No experience / Some experience / Experienced / Highly experienced
Boutique Experience	No experience / Some experience / Experienced / Highly experienced
Fashion Design Experience	No experience / Some experience / Experienced / Highly experienced
Merchandising Experience	No experience / Some experience / Experienced / Highly experienced
Sales Experience	No experience / Some experience / Experienced / Highly experienced
Store Management	No experience / Some experience / Experienced / Highly experienced
Customer Dealing	No experience / Some experience / Experienced / Highly experienced

Inventory Management	No experience / Some experience / Experienced / Highly experienced
Previous Business Ownership	No prior business ownership / Yes – previously owned a business / Yes – currently own a business
Experience Description	_____

03 Investment & Business History

Your investment readiness and any past business experience.

Investment Capacity	Under PKR 10 Lakh / PKR 10–25 Lakh / PKR 25–50 Lakh / PKR 50 Lakh–1 Crore / Above PKR 1 Crore / Prefer to discuss
Funding Source	Personal Savings / Family Support / Bank Loan / Financing / Business Partner(s) / Combination / Other
Previous Business Type (Optional)	_____
Business Ownership Duration (Optional)	Not applicable / Less than 1 year / 1–3 years / 3–5 years / 5+ years
Current Business Details (Optional)	_____

Business Management Experience	No experience / Some experience / Experienced / Highly experienced

04 Proposed Boutique

Where and how you picture the boutique operating.

City	_____
Area / Locality	_____
Preferred Location (Optional)	_____
Property Status	Already Owned / Already Rented / Leased / Currently Searching / Not Yet Identified
Shop Size	Under 300 sq ft / 300–600 sq ft / 600–1,000 sq ft / 1,000–1,500 sq ft / 1,500+ sq ft
Rent Budget	Under PKR 50,000/month / PKR 50,000–100,000/month / PKR 100,000–200,000/month / Above PKR 200,000/month / Prefer to discuss
Expected Opening Date	_____
Location Already Identified	Yes / No / Partially – shortlisted a few options
Target Market	_____

Expected Customer Profile	_____

05 Product Strategy & Business Planning

What the boutique will sell, who it's for, and how you plan to run it day to day.

Product Categories	☐ Women's Wear ☐ Men's Wear ☐ Kids Wear ☐ Formal Wear ☐ Casual Wear ☐ Bridal Wear ☐ Accessories
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Priority Categories	_____

Category Reasoning	_____

Target Customer Type	_____

Expected Total Staff	_____
Sales Staff	_____
Store Manager	Yes, planning to hire / No, I will manage directly / Undecided
Other Staff Requirements (Optional)	_____

Why MYYWAY?	_____

Business Goals	_____

Management Plan	_____

Customer Attraction Plan	_____

Inventory Plan	_____

Expectations from MYYWAY	_____

06 Review & Declaration

Please review your answers before submitting.

Applicant Review	_____

Declaration	_____

Signature	_____
Date	_____

FOR OFFICE USE	Application Ref: _____ Received Date: _____ Reviewed By: _____
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