

旅遊事務署
香港美食車先導計劃申請表
Tourism Commission

Application Form for the Hong Kong Food Truck Pilot Scheme

注意：請閱讀邀請文件第 I 部分的「申請程序」，並以正楷填寫各項資料。如任何部分的空白位置不足夠，請另加附頁填寫，並將該附頁連同本申請表格一併遞交。

IMPORTANT: Please read the APPLICATION PROCEDURE in PART I of the Invitation Document and complete all items in BLOCK LETTERS. If the space provided for any section is insufficient, please use separate sheet(s) and attach the sheet(s) to this application form for submission.

本欄不必填寫 FOR OFFICIAL USE ONLY	
Ref. no.:	Date:
第一部份 申請人資料 PART I INFORMATION OF APPLICANT	
如申請人為自然人/獨資經營者 If the Applicant is a natural person/sole proprietorship	
姓名/獨資經營者名稱 Name of the person/sole proprietor:	
_____ 英文 In English	
_____ 中文 In Chinese	
香港身分證號碼 Hong Kong Identity Card Number (注意：請附上一份香港身分證的副本 Note: Please attach a copy of the Hong Kong Identity Card) ¹	
通訊地址 Correspondence Address	
聯絡人姓名 * 先生/女士 Name of Contact Person Mr. / Ms. _____ 英文姓名 English name _____ 中文姓名 Chinese name _____	
聯絡方法 Contact	
電話 Tel _____ 傳真 Fax _____ 電郵 Email _____	
如申請人為合夥經營者 If the Applicant is a partnership	
合夥業務名稱 Name of the partnership :	
* 先生 Mr. 女士 Ms. 公司 Co. 其他 Others	_____ 英文 In English _____ 中文 In Chinese
合夥經營者 Names of all partners (請列出所有合夥人的英文及中文姓名及香港身分證號碼 Please provide the English and Chinese name and Hong Kong Identity Card number of each of the partners) (注意：請附上一份香港身分證的副本 Note: Please attach a copy of the Hong Kong Identity Card) ¹	
_____ _____ _____ _____	
通訊地址 Correspondence Address	
聯絡人姓名 * 先生/女士 Name of Contact Person Mr. / Ms. _____ 英文姓名 English name _____ 中文姓名 Chinese name _____	
聯絡方法 Contact	
電話 Tel _____ 傳真 Fax _____ 電郵 Email _____	

¹ 如你並非香港永久性居民身份證的持有人，請提供你的香港居民身份證及《入境條例》(第115章)第2(1)條所釋義的有效旅行證件副本。If you are not holding a Hong Kong Permanent Identity Card, please provide a photocopy of your Hong Kong Identity Card and valid travel document as defined in section 2(1) of the Immigration Ordinance (Cap. 115).

如申請人為公司² If the Applicant is a Company²	
公司名稱 Name of the company:	
英文 In English	
中文 In Chinese	
公司註冊證書號碼 Certificate of Incorporation Number: (注意: 請附上一份公司註冊證書的副本 Note: Please attach a copy of the Certificate of Incorporation)	
通訊地址 Correspondence Address	
聯絡人姓名 Name of Contact Person	* 先生/女士 Mr. / Ms. _____ 英文姓名 English name _____ 中文姓名 Chinese name _____
聯絡方法 Contact	電話 Tel _____ 傳真 Fax _____ 電郵 Email _____
董事會 (如適用) Board of Directors (if applicable) (請列出公司內所有董事會成員的英文及中文姓名及香港身分證號碼) (Please provide the English and Chinese name and Hong Kong Identity Card number of the members of the Board of Directors of the Company)	_____ _____ _____ _____ _____
申請人是否任何從事飲食業集團的成員公司? Is the Applicant a member of a group of companies which carries on food business?	# <input type="checkbox"/> 是從事飲食業集團的成員公司。請列出該集團名稱 Yes, please state the name of the group of companies of the food business: _____ <input type="checkbox"/> 不是任何從事飲食業集團的成員公司 No
申請人是否初創微型企業 Is the Applicant a Start-up Micro-enterprise?	
<input type="checkbox"/> 是 Yes	
請註明 Please indicate:	
成立日期及成立年數 Date of Set up and number of year(s) of establishment: _____	
僱員人數 Number of employee(s): _____	
請提供有關證明文件(例如商業登記的申請表、利得稅報稅表或宣誓聲明等)。 Please provide relevant documentary proof (e.g. Application form of the Business Registration, profits tax return or statutory declaration, etc.)	
<input type="checkbox"/> 否 No	

* 劃去不適用者 Delete where appropriate

請於適當方格內加上✓號 Please tick the appropriate box

² 指《公司條例》(第622章)下所指的公司。“Company” shall have the meaning ascribed to it under the Companies Ordinance (Cap.622).

第二部份 申請人概況、經營能力及相關經驗
PART II APPLICANT'S PROFILE, BUSINESS CAPABILITY & RELEVANT EXPERIENCE

- 2.1 請提供申請人的概況，如：背景、主要業務、規模及架構等。如屬非公司申請，請提供申請人的個人背景資料簡介。
Please provide the Applicant's profile, e.g. background, main business, size and structure, etc. For an Applicant other than a Company, please provide the Applicant's personal profile.

- 2.2 如你有經營飲食業或美食車的經驗，請說明詳情並提供相關的網頁資訊或其他與該等業務有關的資料。
If you have relevant experience in operating food business(es) or food truck(s), please provide details of such experience and provide the website or other illustrative materials relevant to such business(es).

第三部份 營商方案
PART III BUSINESS PROPOSAL

第一部分：美食車菜單的概念/主題及營運模式

Section 1: Concept/Theme of Menu and Mode of Operation of the Food Truck

- 3.1.1 請概述你的美食車菜單的概念／主題、創意及其如何有助提昇及豐富香港現時的飲食選擇。
Describe the overall food concept/theme of your Food Truck's menu, its creativity and how it can help enhance and complement the existing food landscape in Hong Kong.

- 3.1.2 請提供美食車的飲食菜單、擬訂的零售價格(可為價格範圍)及食物圖片。(所有檔案須為 PDF 或 JPEG 格式，圖片數量最少 4 張，最多 12 張)。
Provide the food menu of the food truck with your intended price list (price range is acceptable) and photographs of the food. (All files are to be in PDF or JPEG format with a minimum of 4 and a maximum of 12 images).

- 3.1.3 請描述美食車的營運模式，內容須包括但不限於以下資料：
Briefly describe the mode of operation of the food truck which includes but not limited to the following information:
- (a) 食物預備的過程大約有多少(以百分比計)會在美食車上進行？請概述一般在美食車上進行食物預備的主要程序 (請同時參閱附件 D 第 17 項的要求)。
What is the approximate proportion of the food preparation processes (in percentage) to be carried out on the food truck? Outline in general the key processes of food preparation to be conducted on the Food Truck (please also see the requirements set out in item 17 of Annex D hererto).

- (b) 如果有食物處理程序在美食車以外的地點進行，請提供地點（例如後勤廚房）及該地點的食物業牌照資料(注意：嚴禁在家居或任何其他無牌處所配製食物予美食車售賣。)
 If part of the food preparation is not carried out on the food truck, please provide information of the location (e.g. a backup kitchen) and details of the food business licence issued to the location (Note: preparing food at home or any other unlicensed premises for sale on the Food Truck is strictly prohibited.)
- (c) 預計銷售一份食物一般所需的時間（由落單、烹製至奉上至顧客享用）
 Estimated turnaround time in general of serving one dish (from receiving order, cooking to serving the dish to the customer)
- (d) 於八個場地分別的擬議營業時間
 Proposed operating hours at each of the eight Venues
- | | |
|-------|--------|
| (i) | (v) |
| (ii) | (vi) |
| (iii) | (vii) |
| (iv) | (viii) |
- (e) 預計員工數目和其主要工作分配
 The estimated number of employees and major division of labour

3.1.4 請概述菜單內的一道參賽招牌菜，以備申請人入圍參加烹飪挑戰賽，申請人須在烹飪挑戰賽中烹製該招牌菜。而招牌菜在遞交申請後及先導計劃期間不可作出更改。
Please describe the signature dish in your menu that you will cook if you are selected to participate in the Cook-off Challenge. The signature dish cannot be changed after submission of the Application and throughout the Scheme.

(a) 概述其名稱、材料、預備和製作過程、你將如何盛載包裝和奉上這道菜式，以及烹調這道菜式所需的時間
Describe its name, ingredients, how the food will be prepared and cooked, how you will package and serve the dish, and the time required to produce that dish

(b) 請提供參賽主廚的姓名及其將來在擬議美食車業務的角色。除因特殊情況及得到旅遊事務署批准外，參賽主廚在遞交申請後不可作出更改。
Provide the name of the chef who will participate in the Cook-off Challenge and indicate the future role of the chef in the proposed Food Truck business. Except with special circumstances and subject to the approval of the Tourism Commission, the chef cannot be changed after submission of the Application.

(c) 為便分組作賽，請訂明你預備參加烹飪挑戰賽的招牌菜的類別：
To facilitate grouping in the Cook-off Challenge, please indicate the category of your proposed signature dish as follows:

主要分類 Main Category	次分類 Sub-category
<input type="checkbox"/> 中式 Chinese	<input type="checkbox"/> 肉 Meat <input type="checkbox"/> 海鮮 Seafood <input type="checkbox"/> 蔬菜 Vegetable <input type="checkbox"/> 粥粉麵飯 Congee, noodle or rice <input type="checkbox"/> 點心 Dim sum <input type="checkbox"/> 甜品 Dessert <input type="checkbox"/> 其他，請註明 Others, please specify: _____
<input type="checkbox"/> 西式 Western ³	<input type="checkbox"/> 肉 Meat <input type="checkbox"/> 海鮮 Seafood <input type="checkbox"/> 蔬菜 Vegetable <input type="checkbox"/> 甜品 Dessert <input type="checkbox"/> 烘焙食物 Bakery <input type="checkbox"/> 小食 Snack <input type="checkbox"/> 其他，請註明 Others, please specify: _____
<input type="checkbox"/> 國際 International ⁴	<input type="checkbox"/> 肉 Meat <input type="checkbox"/> 海鮮 Seafood <input type="checkbox"/> 蔬菜 Vegetable <input type="checkbox"/> 甜品 Dessert <input type="checkbox"/> 烘焙食物 Bakery <input type="checkbox"/> 小食 Snack <input type="checkbox"/> 其他，請註明 Others, please specify: _____

³ 西式指北美洲、歐洲及澳紐菜式 Western refers to North American, European, Australian and New Zealand cuisine

⁴ 國際指除中式及西式以外其他國家的菜式 International refers to the rest besides Chinese and Western cuisine

第二部分：業務及財務計劃

Section 2: Business and Financial Plan

3.2.1 請概述你的業務計劃，內容須包括但不限於以下資料：
Briefly describe your business plan which includes but not limited to the following information:

(a) 擬議的美食車業務的經營理念
business objective of the proposed food truck business

(b) 人手安排、每月營業日數及每日營業時數（按各場地列明）
manpower, operating days in a month and number of operating hours per day at each venue

- | | |
|-------|--------|
| (i) | (v) |
| (ii) | (vi) |
| (iii) | (vii) |
| (iv) | (viii) |

(c) 薪金支出及計算方式（如僱員工作時數 x 時薪）
staff cost with breakdown calculation (e.g. no. of man hour(s) x hourly rate)

- (d) 預備開業的時間表 (如籌備資金、招聘員工、購置車輛及進行裝修等)
timeline on preparation before business operation (e.g. funding, recruitment, acquiring vehicle and decoration, etc.)
- (e) 營銷計劃 (除旅遊事務署及香港旅遊發展局的推廣外，申請人有否其他推廣計劃)
marketing plan (any promotion other than those provided by the Tourism Commission and the Hong Kong Tourism Board)
- (f) 運作上的安排，例如：可提供收入報告的零售管理系統(POS)⁵及通宵停泊的安排
arrangement on operation, such as Point of Sale (POS) system/device⁵ used for generating revenue reports and overnight parking arrangement

⁵ A Point of Sale (POS) systems/devices is required to be installed on the Food Truck for generating revenue reports which will be used to calculate the Monthly Service Fee payable to Venues. 美食車需裝置POS零售管理系統以提供收入報告，而收入報告的營業額將用作計算應支付予場地的每月服務費。

3.2.3 在先導計劃問期，如業務出現問題(例如有週轉困難／未能達到收支平衡等)，請提供應急方案。
Provide contingency measures in case the business is facing any difficulties (e.g. cash flow problem / unable to break even) during the Scheme.

3.2.4 請填妥下述《兩年財務預測》。

Complete a 2-year financial projection.

兩年財務預測 2-YEAR FINANCIAL PROJECTION	第一年 Year 1	第二年 Year 2
收入 Revenue (a)		
減：銷售成本 Less: Cost of goods sold (b)		
毛利 Gross Profit (c) = (a) - (b)		
營運開支 Operating Expenses		
(i) 僱員報酬 Employee Compensation		
(ii) 租金開支 Rental Expenses		
(iii) 營銷開支 Marketing Expenses		
(iv) 行政開支 Administrative Expenses		
(v) 其它(請註明) Others (please specify)		
總營運開支 Total Operating Expenses (d) = (i) + (ii) + (iii) + (iv) + (v)		
Operating Profit 經營溢利 (e) = (c) - (d)		
減：折舊和攤銷 Less: Depreciation & Amortisation (f)		
利息開支 Interest Expenses (g)		
稅項 Tax (h)		
純利 Net profit (i)=(e)-(f)-(g)-(h)		
貸款本金償還額(如有) Loan Principal Repayment (if any)		

第三部分：美食車車輛

Section 3: The Food Truck Vehicle

3.3.1 請提供美食車的資料如下 Provide information of the food truck:

- (a) 車輛廠名/型號 make/model of the vehicle _____
- (b) # 新車 New vehicle 舊車 Used vehicle
- (c) 許可車輛總重 Permitted gross vehicle weight _____
- (d) 車輛的長、闊、高 Length, width and height of the vehicle
長(L): _____ mm 闊(W): _____ mm 高(H): _____ mm
- (e) 車輛的廢氣排放標準 Emission Standard of the vehicle (如歐盟 5 期 e.g. Euro V) _____

3.3.2 請提供美食車外觀設計的圖片及／或按比例及列明尺寸的設計草圖，圖片需從正面、背面及兩側的角度展示車身設計。

Describe and provide photographs and/or to-scale line drawings with measurements on the outlook design of the vehicle with illustrations including perspective views from the front, back and both sides.

3.3.3 參照本邀請文件附件 C 載列的強制性規定，請提供美食車的內部裝置，例如食物配製間設施、煮食燃料裝置、電力裝置、水及排污設施、空氣污染控制設備等的規格、圖片及／或按比例及列明尺寸的設計草圖。

With reference to the Mandatory Requirements set out in Annex C hereto, please describe and provide specifications, photographs and/or to-scale line drawings with measurements and on the internal installations of the food truck, such as the food preparation compartment facilities, cooking fuel installation, electrical installation, water and drainage facilities, air pollution control equipment, etc.

3.3.4 請提供除本邀請文件附件 C 強制性規定以外就下列事宜擬議的環境管理計劃(如有)，關於：

Describe your environmental management plan, if any, beyond the mandatory requirements in Annex C hereto, regarding:

- (a) 廢物、減少廢物、污水或廚餘、氣味／煙(請列明有關的煮食方法，如油炸、燒烤等)、油脂、嘈音、車輛廢氣排放及其他可能引致的環境問題
refuse, minimization of waste, waste water or food waste, odour/smoke (please list out the cooking processes involved e.g. frying, barbecuing), oil and/grease, noise, vehicle emission and any other potential environmental problems that may arise

- (b) 其他計劃，例如採用環保餐具或包裝及清潔計劃等。
other plans, such as using environmental friendly utensils/ packaging and cleansing schedule, etc.

請於適當方格內加上✓號 Please tick the appropriate box

第四部份 聲明
PART IV DECLARATION

1. 本人／我們，_____ 謹此聲明，據本人／我們所知，以上填報的各項資料均屬詳盡確實。本人／我們已清楚閱讀並明白邀請文件及其附件內所述的事宜，並接受其條款。本人／我們現就香港美食車先導計劃提交申請，並呈上所有所需資料。本人／我們明白並同意政府保留權利更改邀請文件的內容。
I/We, _____ hereby declare that to the best of my/our knowledge and belief, the information given in this form is true and complete. I/We hereby declare that I/We have read and fully understood the Invitation Document and its Annexes in relation to the captioned matter, and accept the clauses therein. I/We hereby tender my/our Application for taking part in the Hong Kong Food Truck Pilot Scheme. I/We submit herewith all the required information. I/We understand and agree that the Government reserves the right to change the contents of the Invitation Document.

2. 本人/我們明白如獲邀請參與美食車先導計劃，須與附件 F 所列出的所有場地簽訂一份或多於一份的協議，遵守協議的條款，並向旅遊事務署或其指定人士提供所需的商業資料，例如每月營業額及客量，供檢討先導計劃之用。
I/We understand that if I am/we are invited to participate in the Scheme, I/we will be required to sign one or more Agreements with all Venues as specified in Annex F, to abide by the terms and conditions of the Agreements, and to provide business data as required, such as monthly turnover and patronage, to the Tourism Commission or the Tourism Commission's nominee for evaluation of the Scheme.

3. 本人/我們明白如獲邀請參與美食車先導計劃，如在本申請表格所提供的資料有任何重大更改，須視乎旅遊事務署批准與否。
I/We understand that, if I am/we are invited to participate in the Scheme, it will be subject to Tourism Commission's approval if there is material change to the information provided in this Application Form.

申請人簽署
Signature of Applicant

簽署人姓名 *先生/女士
Name of Signatory *Mr. / Ms.

_____ (英文) (English)

_____ (中文) (Chinese)

簽署人職位
Position Held by Signatory _____

如申請人為公司，須由該公司的授權人士簽署。
If the Applicant is a Company, this Declaration must be signed by a person duly authorized by the Company.

日期 Date.....

* 劃去不適用者 Delete where appropriate

* * *

掛號信件郵寄申請，請寄往以下地址（請沿虛線剪下）
Application by registered mail to the following address. (Please cut along the line.)

「機密-申請參加香港美食車先導計劃」
“CONFIDENTIAL – Application for the Hong Kong Food Truck Pilot Scheme”

香港添馬添美道2號政府總部西翼22樓

商務及經濟發展局

旅遊事務署收

Tourism Commission

Commerce and Economic Development Bureau

22/F, West Wing, Central Government Offices, 2 Tim Mei Avenue, Tamar, Hong Kong

請填妥以下資料，以便我們回郵聯絡閣下。Please fill in the below information for us to contact you by post.

姓名 Name: _____

姓名 Name: _____

通訊地址 Correspondence Address:

通訊地址 Correspondence Address:
