

THE TAUBMAN COMPANY
SPECIALTY RETAIL APPLICATION
Retail Merchandising Unit (RMU)

200 East Long Lake Rd., PO Box 200
Bloomfield Hills, MI 48303-0200
(248) 258-6800

(PLEASE PRINT CLEARLY OR TYPE)

Date: _____

Applicant Name (Mr., Mrs., Miss, Ms.): _____

Company Name (if applicable): _____

Name of Proposed RMU: _____

Mailing Address: _____

City/State/Zip: _____

Are you a U.S. Citizen? Yes _____ No _____

If No, please provide Green Card Identification # and /or work Visa # _____

Sponsor Name / Address / Phone #: _____

Social Security #: _____ - _____ - _____

Home: _____

Federal ID #: _____

Business: _____

Business Lic. #: _____

Fax: _____

Driver's Lic. #: _____

e-mail: _____

Cell: _____

APPLICANT PROFILE

(Please check one)

Sole Proprietorship _____

Partnership _____

Corporation* _____

* State of Incorporation: (If ownership is a corporate entity) _____

TAUBMAN COMPANY CENTERS OF INTEREST

TYPE OF SPACE DESIRED

- RMU CUSTOM KIOSK IN-LINE STORE
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IF IN-LINE STORE, how much retail square footage do you require? _____

PROPOSED MERCHANDISE CONCEPT/ PRODUCT LIST

(Please describe in detail)

If merchandise concept and designs are approved, when do you wish to begin tenancy?

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APPLICANT'S EXPERIENCE

Have you ever been a Specialty Retailer at a shopping center before? Yes _____ No _____
(If yes, please list centers below):

<u>Center Name/Location</u>	<u>Product(s) Sold</u>	<u>Sales</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____

Name of last Landlord: _____ Phone #: _____
(Company/Contact Person)

Have you ever been delinquent in paying rent over the past 3 years? Yes _____ No _____

If yes, please explain the situation: _____

PRODUCT/ CONSUMER INFORMATION

Are you a manufacturer? Yes _____ No _____

If not, from where do you purchase your products?

Name: _____

Name:

Address: _____

Address:

Telephone: _____

Telephone:

What type of consumer purchases your merchandise? Indicate your consumer orientation: (Average age of shopper; Male/Female; Generation "X"; Senior Citizens; Family-oriented, etc.).

Why do you feel your product concept would be successful at the intended center(s)?

With which existing retailers in the shopping center does your product compete? _____

What is your:

- A. Product Price Range: \$ _____
- B. Average Dollar Amount Per Sale: \$ _____
- C. Wholesale Price of Product: \$ _____
- D. Merchandise Mark-up (Keystone? Triple?): _____

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APPLICANT SALES/EMPLOYEE PLAN

- A. What do you project your monthly sales to be? \$ _____
- B. Will you be working your own unit/store? Yes _____ No _____
- C. How many employees will be hired? _____
- D. What operational costs do you anticipate for:

<u>Costs</u>	<u>Non-Holiday</u> (January – October)	<u>Holiday</u> (November-December)
Employees	_____	_____
Advertising	_____	_____
Supplies	_____	_____
Other	_____	_____

- E. What kind of incentives will you use for your employees (commissions, etc.)?

MISCELLANEOUS

- A. Will you utilize any special packaging for your product (logo bags, gift boxes, special labels, etc.)? If so, please identify.

- B. How frequently will you change out/refresh the merchandising mix (ie, weekly, monthly, other)?

REFERENCES

Business References (Please list at least two business references/ contacts):

Name: _____ Relationship: _____ Phone: _____

Name: _____ Relationship: _____ Phone: _____

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SPECIALITY RETAIL APPLICATION**

ATTACHMENTS

PLEASE INCLUDE THE FOLLOWING WITH THE SIGNED APPLICATION:

PICTURES OF PROPOSED PRODUCTS (INCLUDE COLOR CATALOGS, PHOTOGRAPHS OF EXISTING STORES AND/ OR KIOSKS, AND SAMPLES WHERE APPLICABLE).

Note: Samples will be returned to you within 30 days of application receipt.

I have made an honest representation in responding to the question above, and do hereby certify that all information contained in the preceding pages is accurate and correct.

Signature

Print Name

Date

PLEASE FORWARD COMPLETED APPLICATION AND REQUESTED INFORMATION TO:

**The Taubman Company
Christine Manley
Twelve Oaks
27500 Novi Road
Novi, MI 48377
248-348-9438 (Phone)
248-348-9411 (FAX)
cmanley@taubman.com**

“Applicant’s execution of this Application does not in any way constitute an acceptance of Applicant for tenancy by The Taubman Company. This application has been executed by Applicant solely for informational purposes and confers no rights whatsoever on the part of the Applicant. The Taubman Company shall have the right, in its sole discretion, to accept or reject this application without any liability whatsoever.”