**MEMORANDUM OF UNDERSTANDING**

This memorandum is made and executed on the **(Day/Month/Year Here)**

**By and Between**

‘**Brand Name Here**’ through its (**Designation Here) (Name of Person Here)** having its centred office at **(Office Address here)** (hereinafter called the **First Party)**

AND

**‘Franchise Pakistan’ (**[**franchisepk.com**](http://www.franchisepk.com)**),** A Project of Franchise Services (PVT) LTD (NTN # 7556797-1) through its Director Operations (hereinafter called the **Second Party)**

1. The MOU witnesses initial understanding between **(Brand Name Here)** and Franchise Pakistan.
2. The MOU is valid till 31st March 2019, According to this agreement Franchise Pakistan will facilitate:

* Sales
* Promote Brand

1. **(Brand Name Here)** will share 20% of the total Investment to Franchise Pakistan against the sale of **(Brand Name Here)** Franchise.
2. **(Brand Name Here)** will release its commission after signing of franchise.
3. The brand Logo is the property mark of **(Brand Name Here)**. Franchise Pakistan can only use brand logo and Trademark for promotion of the brand.
4. Both parties reserves all the rights to cancel the agreement.
5. The agreement of **(Brand Name Here)** franchises will be signed in front of sales representatives of **(Brand Name Here)**.
6. **(Brand Name Here)** will participate in all activities of Franchise Pakistan and support fully in promotional materials of Franchise Pakistan.
7. **(Brand Name Here)** will pay 20,000 PKR per Month to Franchise Pakistan for Business Magazine ad, Message promotion, Email Campaign, Social Media Campaign and ad on Home Page of Franchise Pakistan website (franchisepk.com).

**Party 1**

**Name Here**

**Designation Here**

**Company Name Here**