

FRANCHISE DISCLOSURE DOCUMENT



"BAEKJEONG"

678 USA, INC

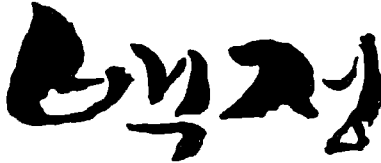
FRANCHISE DISCLOSURE DOCUMENT

678 USA, INC
6850 Lincoln Ave , Suite 202
Buena Park, CA 90620
(714) 229-9678
WWW 678US COM

Received
LA Mailroom

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Department of
Business Oversight



"BAEKJEONG"

We offer franchises for the operation of Baekjeong Restaurants offering a unique selection of Korean cuisine made with the highest quality ingredients and dine-in and take-out services in high volume retail centers and other high traffic commercial locations throughout the United States

The total estimated investment necessary to begin operation of Baekjeong Restaurant franchise ranges from \$694,000-\$984,000 This includes the franchise fee of \$300,000 that must be paid to us, the Franchisor

This disclosure document summarizes certain provisions of your franchise agreement and other information in plain English Read this disclosure document and all accompanying agreements carefully You must receive this disclosure document at least 14 calendar-days before you sign a binding agreement with, or make any payment to, the Franchisor or an affiliate in connection with the proposed franchise sale **Note, however, that no governmental agency has verified the information contained in this document**

You may wish to receive your disclosure document in another format that is more convenient for you To discuss the availability of disclosures in different formats, contact 678 USA, Inc at the address and telephone number provided in this page

The terms of your contract will govern your franchise relationship Don't rely on the disclosure document alone to understand your contract Read all of your contract carefully and thoroughly Show your contract and this disclosure document to an advisor, like a lawyer or an accountant

Buying a franchise is a complex investment. The information in this disclosure document can help you make up your mind. More information on franchising, such as "A Consumer's Guide to Buying a Franchise," which can help you understand how to use this disclosure document, is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, D C 20580. You can also visit the FTC's home page at www.ftc.gov for additional information. Call your state agency or visit your public library for other sources of information on franchising.

There may also be laws on franchising in your state. Ask your state agencies about them.

Information about comparisons of franchisors is available. Call the state administrators listed in Exhibit A or your public library for sources of information.

Registration of this franchise with the state does not mean that the state recommends it or has verified the information in this Disclosure Document. If you learn that anything in this Disclosure Document is untrue, contact the Federal Trade Commission and the state administrators listed in Exhibit A.

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