



EXTENSION TO INVITATION FOR EXPRESSION OF INTEREST (EOI) FOR A BAKERY AS A SOCIAL ENTERPRISE AT A HERITAGE ICON – THE RED HOUSE

Extension to EOI Submission

Singapore, 19 September 2014: Due to overwhelming response, WRH Pte Ltd, a unit of forefront endowment asset company Warees Investments Pte Ltd, has decided to change the submission date of the EOI to **30th September 2014**.

Submission

Warees Investments reserves the right to verify the EOI submitted and not invite all companies or individuals who had expressed their interest.

All complete and signed EOI proposals must be submitted to:

Business Innovation Manager
Business Innovation Team
Warees Investments Pte Ltd
11 Beach Road #05-01
Singapore 189675

For enquiries with regards to the EOI, please contact the personnel below from 9am – 5.30pm (Mon – Fri):

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WAREES INVESTMENTS PTE LTD

WRH PTE LTD

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INVITATION FOR EXPRESSION OF INTEREST (EOI) FOR A BAKERY AS A SOCIAL ENTERPRISE AT A HERITAGE ICON – THE RED HOUSE

Opportunity to Lease a Part of Heritage

Singapore, 19 September 2014: WRH Pte Ltd, a unit of forefront endowment asset company Warees Investments Pte Ltd, and the heritage property developer for the new mixed development, The Red House, invites Expression of Interest (EOI) from companies and individuals keen to partner the developer and operate a bakery space at the historic landmark, the now defunct Old Katong Bakery.

Situated in the heart of Katong at 75 East Coast Road, the old bakery which was closed in 2003 is currently undergoing enhancement works and will reopen in 2016.

With its iconic red façade and Peranakan interiors retained, the bakery in The Red House has a floor area of approximately 120 square metres (1,325 square feet). Once completed, it will be the crown jewel of the new residential-retail-lifestyle development set to revive the old Katong charm.

This unique development is a 5-minute walk to the proposed new Marine Parade MRT Station along the Thomson-East Coast Line (TEL).

Giving Back to Society

While the bakery is commercially driven to generate profits, participants for the EOI are strongly encouraged to incorporate elements of social mission into the business model of the new bakery. The move is foreseen to differentiate the bakery and places it a notch higher in the ranks of socially responsible establishments.

Revive Tastebuds

As far as possible, participants for the EOI are to serve delicacies and confectionery which The Red House was known for when it was operating as the Old Katong Bakery. New and innovative line of bakery products are also welcomed to add diversity and in keeping up with trend and new tastebuds.

Please refer to [Annex](#) for more details on the EOI, including requirements for tenancy.

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ANNEX 1

PROPOSED REDEVELOPMENT OF THE RED HOUSE BAKERY

Participation Opportunity to Operate a Bakery Business at Iconic Heritage Site

Background

In 2013, Warees Investments Pte Ltd launched The Red House, a residential-retail-lifestyle development, situated at the heart of historic Katong. The development consists of 42 residential units and a retail wing of six shophouses, including the iconic red shophouse which used to house the now defunct famous Old Red House Bakery.

Come third quarter 2015, the red shophouse will reopen as a bakery, reliving its glory days, where customers flocked to it to grab a bread, or have a good breakfast to start their day.

The new Red House Bakery – which will form part of the retail wing of The Red House development – will be complemented by five adjacent shophouses proposed to offer products which personifies the gem and life of Katong.

The Red House development represents Warees' intent in the conceptualisation of real estate ideas whilst injecting a positive effect on heritage, conserving icons for future generations.



CONSERVING A HERITAGE: The Red House Bakery (right) with its façade and colour retained, and together with the five adjacent shophouses (left), will form the retail wing of a new mixed-development in Katong.

For more details on The Red House development, refer to www.theredhouse.sg.

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Seeking Business Ideas

To relive this gem of Katong, Warees Investments is keen to seek fresh ideas from inspiring business owners and entrepreneurs with strong passion and drive in the bakery line, to submit Expression of Interest (EOI) to operate a bakery at the new Red House Bakery. Companies will partner with Warees as an operator to run the bakery. There will be no sitting concept and alfresco within the Red House Bakery.

Prospective business operators with a vision of incorporating social elements and missions into their business model are preferred.

Home-based and online businesses which are already or keen at running a bakery are also welcome to submit their EOI.

Besides operating the bakery business aimed at achieving social objectives, this business opportunity also allows the operators to be part of a unique and rich Singaporean Muslim endowment heritage sector, and understand the philosophies of the pioneer generation bequeathing their asset in a sustainable manner for the benefit of future generation.

Expressions of Interest (EOI) are sought for the following:

- I. Proposals to establish a bakery that provides a wide range of bread and confectionery line of products ranging from:
 - a. Breads (artisan breads, French bakes, buns)
 - b. Cakes (cupcakes, swiss rolls, wedding cakes)
 - c. Pastries (egg and fruit tarts, cream puffs, pies)
 - d. Cookie (brownies, macaroons, shortbread, sandwich cookies)
 - e. Frozen items (frozen, ready-to-bake dough breads and pastries)
- II. Signature delicacies, original or improvised version of the Old Katong Bakery & Confectionery.
- III. Additional services such as catering and product delivery.
- IV. Products must be Sharia compliant.



Content of EOI

Bakery /retail business owners who wish to be considered for the above retail services are required to submit their EOI by providing a brief proposal to the Project Organizer (PO).

PO is proposing that business applicants provide all the requested information with respect to the following;

- Description and details of company
- Business Capability and Staff Capacity
- Track record of past portfolios and present commitments
- Financial Capacity
- Proposed business plan of the Red House Bakery and Timeline
- Commitment to long term implementation
- Any other information to support the EOI

Floor plan of the Red House Bakery can be found in Annexe 2.

Proposals for EOI Submissions

All EOI proposals will undergo a two-stage evaluation process.

Stage 1

Participants submit a maximum of 4 PAGES of the business plan proposal covering the requirements listed under “Content of EOI” in A4 format. No presentation is required. All submissions will be evaluated for Stage 2. Duration for Stage 1 evaluation is expected to be 2 weeks after calls for EOI is closed. PO will shortlist selected proposals for Stage 2.

Stage 2

Shortlisted participants are to further develop and expand their proposal, and submit a maximum of 4 PAGES of the business concept in A4 format. Presentation is required and additional tool such as PowerPoint slides are welcomed. Participants are required to submit within 4 weeks after being notified.

Participants will then be invited to present their business proposals to PO at a designated venue. Each participant are allocated a 30-minute presentation time, and a 15-minute discussion time.



Evaluation of EOIs

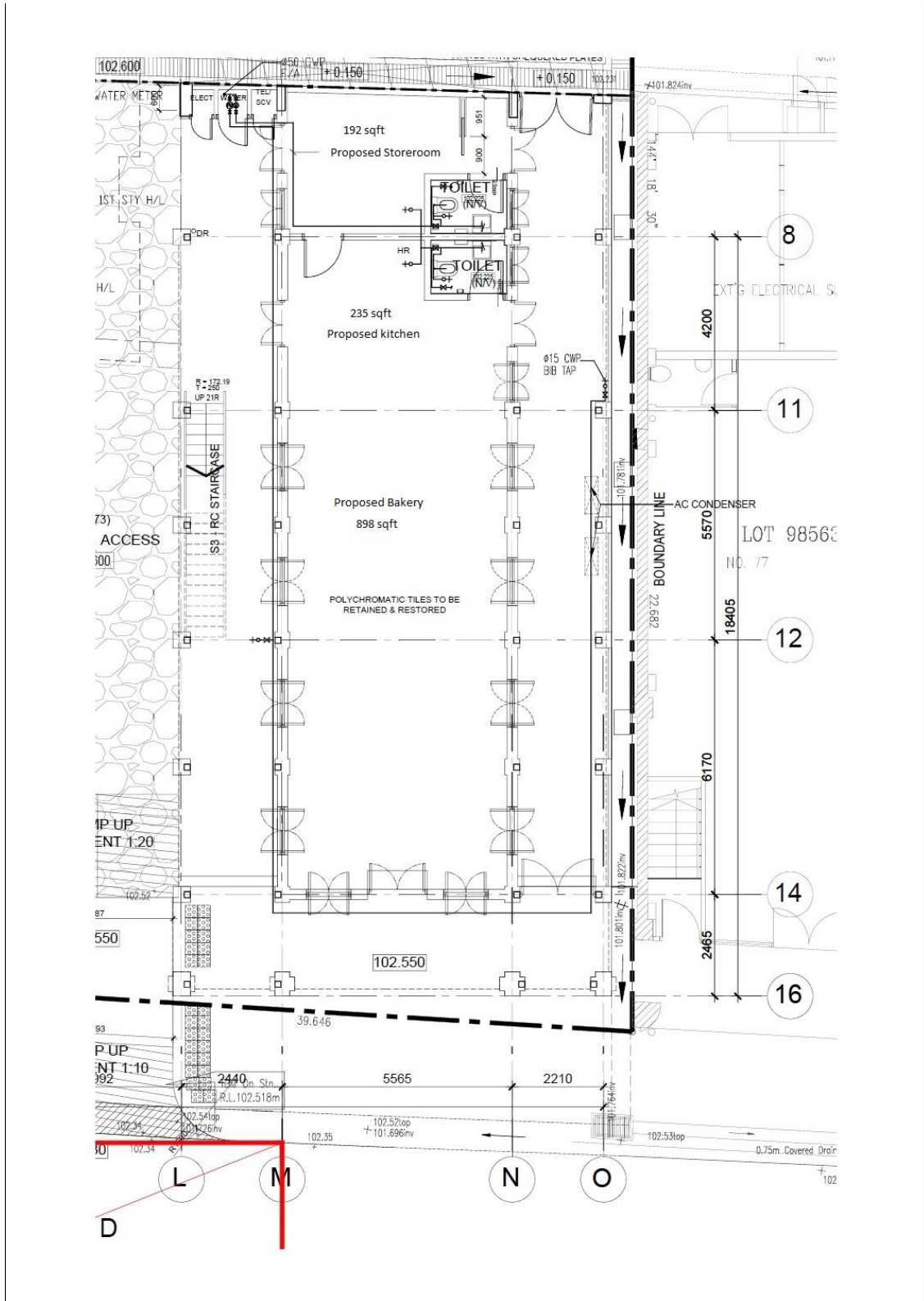
The EOIs will be assessed in accordance to an assessment criteria. PO is not obliged to accept any proposals submitted or to state reasons for the rejection of any proposals. Participation of an EOI does not constitute to an entitlement to business applicant that it will be invited to tender or submit proposals for Warees' projects.

Warees as Project Organizer (PO) reserves the right to the ownership and copyright of the proposals submitted.



ANNEX 2

Floor plan of the Red House Bakery at level 1 of 75 East Coast Road.



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ANNEX 3

Current view of The Red House Development.



View of The Red House and five shophouses taken from opposite side East Coast Road.



View of The Red House taken from opposite side East Coast Road.

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