A CLEARER FIRST CONVERSATION

Before you list your business

放盤前，先整理好生意資料

Use this privately before you speak with a buyer. No account or upload is needed. / 請先自行整理及保管；毋須註冊或上傳。

01 Define the sale / 說明轉讓範圍

Write the asking price in HKD and what it includes: equipment, stock, brand rights or deposits. List exclusions separately.

列明港元叫價，以及是否包括設備、存貨、品牌權利或按金。另列不包括的項目。

02 Write a discreet public introduction / 寫一段審慎的公開簡介

Use the business type, district, operating model and reason for selling. Remove details that would identify the shop if confidentiality matters.

可先寫生意類型、地區、營運方式及轉讓原因。如需保密，刪去足以辨認店舖的細節。

03 Give figures a period and a definition / 數字須有期間及定義

State the 12-month period for revenue and earnings. Explain whether owner pay, rent and tax are included. Missing figures are not zero.

營業額及盈利須列明所屬十二個月期間，並說明是否計入東主薪酬、租金及稅項。未提供不等於零。

04 Prepare minimum evidence privately / 私下準備必要證明

Keep business-registration information and evidence of your authority ready. Redact unnecessary personal, bank, employee and customer information.

準備商業登記資料及有權轉讓生意的證明；遮蓋不必要的個人、銀行、僱員及客戶資料。

05 List handover questions / 列出交接待確認事項

Ask your advisers about the lease, licences, contracts and transition arrangements. A food-licence transfer has its own FEHD application route.

與自己的顧問確認租約、牌照、合約及過渡安排。食物業牌照轉讓另有食環署申請程序。

06 Decide what to share, and when / 決定何時披露甚麼

Review the buyer's stated budget, timing and experience. Agree what further information to share; stated funds and uploaded accounts are not guarantees.

先了解買家申報的預算、時間及經驗，再決定披露內容。申報資金或上傳帳目本身並非保證。

Official reference: IRD business-registration documents

Official reference: FEHD food-licence transfer application (FEHB 169)

These prompts help you prepare a discussion; they do not verify a business or settle a transaction. / 本清單只供整理洽談資料，並非對生意作出核證或完成交易。

YOUR PRIVATE SALE-BRIEF WORKSHEET

Put your story on one page

生意簡介草稿：請自行保管

Keep identifying details and financial evidence private until you choose to disclose them. / 在決定披露前，請妥善保管可識別資料及財務證明。

Business type and district / 生意類型及地區

Public introduction without identifying details / 不含可識別資料的公開簡介

Asking price (HK$) and what is included / 港元叫價及所包括項目

Reason for sale and preferred handover timing / 轉讓原因及期望交接時間

12-month financial period ending / 十二個月財務期間截至日期

Revenue (HK$) / 營業額

Profit / earnings (HK$) / 盈利

Profit definition: costs included or excluded / 盈利定義：已計入或未計入的成本

Lease, licence and transition questions for your advisers / 待顧問確認的租約、牌照及交接問題

Explore the fictional demo / 查看虛構示範

Registration is closed. No real business is advertised in the demo.
目前尚未開放註冊；示範中沒有真實放盤。

handover.business/demo