



Anticipated Start-Up Expenses For a Wild Birds Unlimited Franchise

Franchise Fee	\$18,000	-	\$18,000
Training Fee	\$2,500	-	\$2,500
Travel, Meals, and Lodging	\$983	-	\$5,664
Rent Deposit	\$2,500	-	\$4,500
First Month's Rent	\$2,500	-	\$4,500
Leasehold Improvements	\$7,800	-	\$24,555
Insurance (First Quarter)	\$125	-	\$580
Legal/Accounting	\$500	-	\$3,000
Office Equipment	\$7,916	-	\$7,996
Signs	\$1,187	-	\$7,964
Opening Advertising	\$5,050	-	\$6,915
Retail Fixtures	\$11,462	-	\$11,859
Opening Inventory	\$18,066	-	\$20,938
Miscellaneous	\$4,379	-	\$8,187
Gift Card	\$153	-	\$778
Working Capital	\$10,000	-	\$20,000
TOTAL	\$93,121		\$147,936

Actual start-up costs will vary from store to store depending on location, size of store, local retail rental rates, time of year and available capital.

Continuing Support Fees

Royalties	4% of Gross Sales
Advertising Fund	.5% of Gross Sales, capped at \$2,500/year