



Anticipated Start-Up Expenses For a Wild Birds Unlimited Franchise

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|----------------------------|-----------------|---|------------------|
| Franchise Fee | \$18,000 | – | \$18,000 |
| Training Fee | \$2,000 | – | \$2,000 |
| Travel, Meals, and Lodging | \$1,400 | – | \$3,400 |
| Rent Deposit | \$2,500 | – | \$4,500 |
| First Month's Rent | \$2,500 | – | \$4,500 |
| Leasehold Improvements | \$8,200 | – | \$23,248 |
| Insurance (First Quarter) | \$100 | – | \$580 |
| Legal/Accounting | \$500 | – | \$2,000 |
| Office Equipment | \$7,803 | – | \$7,933 |
| Signs | \$1,187 | – | \$7,964 |
| Opening Advertising | \$5,130 | – | \$7,040 |
| Retail Fixtures | \$11,589 | – | \$12,124 |
| Opening Inventory | \$17,051 | – | \$19,228 |
| Miscellaneous | \$4,047 | – | \$7,474 |
| Gift Card | \$150 | – | \$745 |
| Working Capital | \$10,000 | – | \$20,000 |
| TOTAL | \$92,157 | | \$140,736 |

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

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