



Anticipated Start-Up Expenses For a Wild Birds Unlimited Franchise

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	\$7,840	-	\$21,359
Insurance (First Quarter)	\$100	-	\$504
Legal/Accounting	\$500	-	\$2,000
Office Equipment	\$7,881	-	\$8,160
Signs	\$1,187	-	\$7,964
Opening Advertising	\$4,960	-	\$6,871
Retail Fixtures	\$12,871	-	\$13,521
Opening Inventory	\$16,644	-	\$20,580
Miscellaneous	\$3,834	-	\$7,212
Gift Card	\$148	-	\$850
Working Capital	\$5,000	-	\$15,000
TOTAL	\$87,365		\$136,421

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