



## 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	\$9,586 - \$20,359
Insurance (First Quarter)	\$100 - \$504
Legal/Accounting	\$500 - \$2,000
Office Equipment	\$7,401 - \$7,695
Signs	\$1,187 - \$7,964
Opening Advertising	\$5,779 - \$7,983
Retail Fixtures	\$15,945 - \$17,251
Opening Inventory	\$22,769 - \$29,522
Miscellaneous	\$4,713 - \$7,842
Working Capital	\$5,000 - \$15,000
TOTAL	\$99,380 - \$148,520

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