



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	\$9,581 – \$20,601
Insurance (First Quarter)	\$250 – \$750
Legal/Accounting	\$500 – \$2,000
Office Equipment	\$7,660 – \$8,005
Signs	\$4,490 – \$7,872
Opening Advertising	\$6,281 – \$8,017
Retail Fixtures	\$15,042 – \$16,508
Opening Inventory	\$20,438 – \$27,692
Miscellaneous	\$3,667 – \$6,766
Working Capital	\$5,000 – \$15,000
TOTAL	\$99,309 – \$145,611

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