



The chart below calculates what you can expect to pay in start-up expenses (not including real estate costs). Since it is an estimate we've shown both low and high estimates.

Estimated Initial Investment		
Item	Low Estimate	High Estimate
Franchise Fee	\$25,000	\$25,000
Leashold Improvements	\$ 5,000	\$20,000
Signs	\$ 2,000	\$ 4,000
Inventory	\$ 5,000	\$15,000
Fixtures & Display	\$15,000	\$25,000
Office Equipment & Supplies	\$ 2,500	\$ 4,500
Start-up Marketing	\$ 3,000	\$ 5,000
Insurance	\$ 2,500	\$ 4,500
Professional Fees	\$ 1,500	\$ 3,500
Licenses	\$ 200	\$ 750
Lease Deposits	\$ 4,000	\$ 6,500
Utility Deposits	\$ 300	\$ 500
Training Expenses	\$ 800	\$ 1,500
Working Capital	\$ 5,000	\$15,000
<b>Total</b>	<b>\$71,800</b>	<b>\$130,750</b>