

## Estimated Initial Investment for End-Cap Leasehold Improvement Site

Nature of Investment	Low End	High End
Franchise Fee	\$ 35,000.00	\$ 35,000.00
Lease Deposit & Payment	\$ 8,000.00	\$ 12,000.00
Signage	\$ 15,000.00	\$ 23,000.00
Initial Inventory (food, beer, liquor)	\$ 20,000.00	\$ 20,000.00
Furniture/Fixtures/Equipment	\$ 175,000.00	\$ 200,000.00
Décor (including moose head)	\$ 25,000.00	\$ 25,000.00
Audio/Video/Surveillance & Security Systems	\$ 20,000.00	\$ 25,000.00
Point of Sale System	\$ 35,000.00	\$ 40,000.00
Software	\$ 2,000.00	\$ 2,000.00
Office		
Furniture/Computer/Printer/Fax/Supplies	\$ 3,000.00	\$ 5,500.00
Merchandise Package	\$ 4,000.00	\$ 4,000.00
Grand Opening Marketing	\$ 5,000.00	\$ 10,000.00
Pre-Opening Salaries	\$ 20,000.00	\$ 48,000.00
Travel for Initial Training	\$ 2,000.00	\$ 3,000.00
Insurance Deposit	\$ 4,000.00	\$ 6,000.00
Business License/Impact Fees	\$ 1,000.00	\$ 20,000.00
Utility Deposits	\$ 1,500.00	\$ 3,500.00
Legal Fees	\$ 1,000.00	\$ 2,000.00
Accounting Fees	\$ 900.00	\$ 1,600.00
Beer & Wine License	\$ 2,000.00	\$ 5,000.00
Liquor License	\$ 2,000.00	\$ 3,000.00
Certified Trainer In-Store Meals	\$ 600.00	\$ 600.00
Additional Funds	\$ 40,000.00	\$ 40,000.00
<b>Total</b>	<b>\$ 422,000.00</b>	<b>\$ 534,200.00</b>
Architectural Fees	\$ 10,000.00	\$ 25,000.00
Leasehold Improvements	\$ 250,000.00	\$ 350,000.00
<b>Total</b>	<b>\$ 682,000.00</b>	<b>\$ 909,200.00</b>