

## Item 7

### Estimated Initial Investment

#### YOUR ESTIMATED INITIAL INVESTMENT

##### A. Individual Unit Franchises

(1) Type of Expenditure	(2) Amount Low to High	(3) Method of Payment	(4) When Due	(5) To Whom Payment is to be Made
Initial Franchise Fee <sup>(1)</sup>	\$40,000	Lump sum	On signing Franchise Agreement	Us
Opening Assistance Fee <sup>(1)</sup>	\$2,500	Lump sum	On signing Franchise Agreement	Us
Store Layout Fee <sup>(1)</sup>	\$2,500	Lump sum	On signing Franchise Agreement	Us
Rent – 3 Months <sup>(2)</sup>	\$3,600 to \$48,000	As arranged	Monthly	Landlord
Security Deposits <sup>(3)</sup>	\$2,400 to \$32,000	As arranged	As arranged	Utility Companies, Landlord
Utility Deposits	\$250 to \$2,000	As arranged	As arranged	Utility Companies, Landlord
Leasehold Improvements <sup>(4)</sup>	\$60,000 to \$120,000	As arranged	As arranged	Suppliers, Contractors, Landlord
Architectural & Design fees	\$5,000 to \$10,000	As arranged	As arranged	Suppliers
Furniture, Fixtures and Equipment <sup>(5)</sup>	\$50,000 to \$500,000	As arranged	As arranged	Suppliers
Computer System, Website <sup>(6)</sup>	\$300 to \$3,000	As arranged	As arranged	Suppliers
Internet	\$200 to \$1,000			
Phone System	\$150 to \$500			
Insurance – 3 Months <sup>(7)</sup>	\$1,500 to \$6,000	As arranged	As arranged	Insurance Companies
Inventory <sup>(8)</sup>	\$500 to \$16,000	As arranged	As arranged	Approved Suppliers or Us
Proprietary Inventory <sup>(8)</sup>	\$2,500 to \$5,000	As arranged	As arranged	Approved Suppliers or Us
Travel, Lodging and Meals for Initial Training <sup>(9)</sup>	\$1,000 to \$5,000	As arranged	As arranged	Airline, Hotel, Restaurants, etc.
Signage <sup>(10)</sup>	\$10,700 to \$13,900	As arranged	As arranged	Suppliers
Grand Opening Advertising Campaign <sup>(11)</sup>	\$2,500 to \$5,000	As arranged	As arranged	Approved Suppliers or Us
Marketing	\$5,000 to \$15,000	As arranged	As arranged	Approved Suppliers

– 3 Months <sup>(11)</sup>				
Licenses and Permits <sup>(12)</sup>	\$500 to \$2,500	As arranged	As arranged	Various
Professional Fees <sup>(13)</sup>	\$2,500 to \$5,000	As arranged	As arranged	Attorney, Accountant
Additional Funds – 3 Months <sup>(14)</sup>	\$43,600 to \$64,600	As arranged	As arranged	Various
<b>Total <sup>(15)</sup></b>	<b>\$237,200 to \$899,500</b>			