

INVEST IN THE AMERICAN FAVORITE



ESTIMATED INITIAL INVESTMENT (NON-TRADITIONAL)

EXPENDITURES	LOW AMOUNT	HIGH AMOUNT
Initial Franchise Fee	\$15,000	\$15,000
Training Fee & Travel Expenses	\$70,000	\$119,000
Real Estate-Rent first 3-months	\$20,000	\$60,000
Improvements	\$200,000	\$1,000,000
Equipment & Seating	\$175,000	\$400,000
Signs & Décor	\$2,000	\$50,000
Site Plan/Engineering Drawings	\$2,000	\$18,500
Travel Expenses for Opening Guide	\$0	\$750
Smallwares/Small Equipment/Uniforms/ Opening Inventory	\$35,000	\$55,000
POS Systems	\$8,500	\$25,000
Help Desk (3-Months)	\$215	\$215
Hardware & Software/Computer Security/ Other Computer Technology	\$5,000	\$7,000
Grand Opening	\$1,000	\$10,000
Misc. Opening Expenses	\$45,000	\$55,000
Additional 3 Months Funds	\$100,000	\$150,000
TOTALS	\$726,715	\$1,995,465



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