

## INVEST IN THE AMERICAN FAVORITE



### ESTIMATED INITIAL INVESTMENT (TRADITIONAL)

EXPENDITURES	LOW AMOUNT	HIGH AMOUNT
Initial Franchise Fee	\$40,000	\$40,000
Training Fee & Travel Expenses	\$97,000	\$119,000
Real Estate-Rent first 3-months	\$20,000	\$60,000
Improvements	\$575,000	\$2,100,000
Equipment & Seating	\$350,000	\$675,000
Signs & Décor	\$53,000	\$82,000
Site Plan/Engineering Drawings	\$12,500	\$18,500
Travel Expenses for Opening Guide	\$0	\$750
Smallwares/Small Equipment/Uniforms/ Opening Inventory	\$53,000	\$82,000
POS Systems	\$8,000	\$25,000
Help Desk (3-Months)	\$215	\$215
Hardware & Software/Computer Security/ Other Computer Technology	\$5,000	\$13,500
Grand Opening	\$4,000	\$10,000
Misc. Opening Expenses	\$45,000	\$55,000
Additional 3 Months Funds	\$100,000	\$150,000
<b>TOTALS</b>	<b>\$1,387,715</b>	<b>\$3,454,465</b>

*Perkins*  
AMERICAN FOOD CO.

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