



FRANCHISE COSTS	INITIAL INVESTMENT	
	LOW-END	HIGH-END
<b>Franchise Fee</b>	25,000	25,000
• Real Estate	7,500	25,000
• Architectural Fees	5,000	10,000
• Leasehold Improvements	90,000	170,000
• Signage & Furniture	3,000	6,000
• Equipment	118,249	146,247
• Inventory	3,000	4,000
• Employee Uniforms	500	800
• Grand Opening	1,000	4,000
• Insurance Premiums	500	2,500
• Permits & Licenses	1,500	3,000
<b>Miscellaneous</b>	2,000	4,000
• Travel & Hotel while training	0	5,000
• Working Capital-3 months	25,000	35,000
<b>Total:</b>	<b>\$289,000</b>	<b>\$449,300</b>

## FRANCHISE QUALIFICATIONS

### Franchise Profile

- Shared passion to build and sustain the iCream Café Brand
- \$200,000 liquid assets / \$400,000 net worth
- Operational Experience

Initial Investment: \$289,000 - \$450,000

Franchise Fee: \$30,000

Royalty Rate: 5% gross revenues

Advertising: franchisees allocate 2% gross revenues min. locally

If you meet the above criteria, please respond with the following information:

1. Your city / location of interest?
2. Do you or your partners have operational experience in retail or food & beverage?
3. Other relevant business experience?