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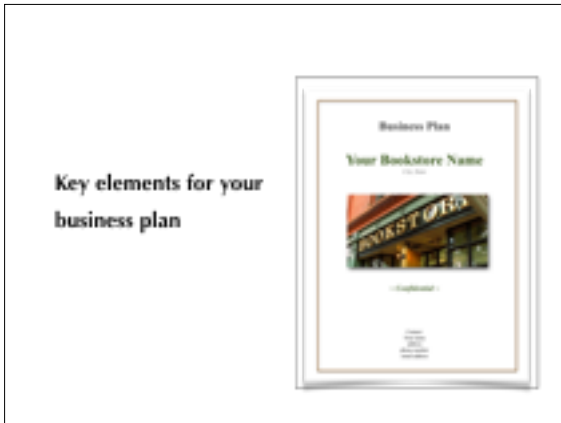
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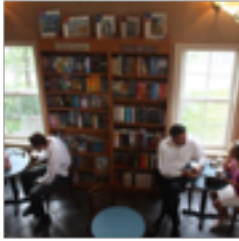
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**Customer  
Expectations**



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**Funding**



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**Schedule**



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**Landlord's  
Contribution**



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**Local  
Contractor  
Rates**



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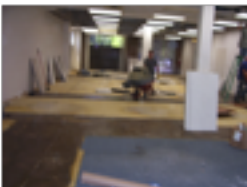
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**Condition of  
your space**



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**Build-Out**  
(including Contingency)

Cost Add total



Hard to see



10

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**Location**

Lease Negotiation

Lease Language

- CAW
- Triple Net
- Use
- Assignment
- Possession
- Default
- Exclusivity
- Renewal terms
- Security Deposit
- Subordination
- Termination Clause

11

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Rent & Utilities Deposits



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Display Accessories



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Signage – exterior



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Interior Signage  
Section Signs



18

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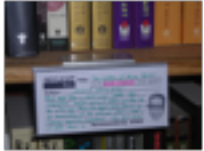
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Shelf Talkers



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Bookstore Computer System



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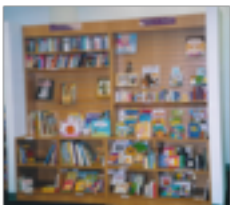
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Inventory



too many



well stocked

21

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22

Supplies



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23

Equipment



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24

### Business Start-Up

- Attorney for Incorporating
- Training & Travel
- Logo Design
- Marketing & Public Relations
- Cash Drawers & Petty Cash



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## Ongoing Business Costs

- ⊙ Payroll
- ⊙ Professional Services
- ⊙ Dues & Subscriptions



25

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## Start-Up Investment

Per Selling Square Foot (ssf)



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**PLUS ...**

Operating capital



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