



Initial Fees

You are required to pay a franchise license fee of Twenty Five Thousand Dollars (\$25,000.00). This sum is to be made in one (1) payment upon the signing of the Franchise Agreement. This Twenty Five Thousand Dollar (\$25,000.00) fee will be deposited into one of our non-interest-bearing bank accounts with Comerica, a National Banking Corporation. This sum may, at our option, be added to our working capital.

In the event you purchase a second or third Ram's Horn Franchise, the initial franchise fee for the second and third franchises will be Fifteen Thousand Dollars (\$15,000.00) for each. In the event you purchase a fourth Ram's Horn Franchise, the initial fee for the fourth and all subsequent franchises will be \$7,500.00.

Other Fees

Type of Fee	Amount	Due Date	Remarks
Note 1:			
Continuing Royalty	5% of gross sales	Payable on the 15 th day of each month for the previous months sales	Gross sales include all revenue from the franchise location. Gross sales do not include sales or use tax.
Advertising	\$5,200.00 per year or 1% of gross sales whichever is greater	Same as royalty fee	Payment will begin prior to advertising campaign and continue throughout the campaign.

Note 1. All fees are imposed and payable to the company. We may, at our option, and at any time during the term of the franchise, require you to purchase and utilize a computer system which will provide point of sale information, customer data, files by zip code, perform accounting, marketing and inventory functions and the like as designated from time to time by us. We may designate the manufacture, model type, software and other similar requirements. The estimated cost of the computer, associated equipment and software is approximately \$15,000.00 - \$25,000.00.

Estimated Initial Investment

Category of Investment	Amount	Method of Payment	When Due	To Whom Paid
Initial Franchise Fee	\$25,000.00	Lump Sum	At signing of Franchise Agreement	Us
Note 1: Leased Real Estate	\$5,500.-\$9,000.	Note 1	Note 1	Landlord
Security Deposit	\$5,500-\$9,000	Lump Sum	Prior to Opening	Landlord, Utility
Note 2: Leasehold Improvements	\$50,000- \$150,000	Note 2	Prior to Opening	Contractors and materials suppliers
Equipment and Fixtures	\$50,000-\$300,00	Note 3	Prior to Opening	Equipment supplier
Beginning Inventory	\$6,000-\$10,000	Lump Sum	Prior to Opening	Approved supplier
Insurance Signs Additional Funds (3 months)	\$4,000-\$10,000 \$4,000-\$10,000 \$0-\$10,000	Lump Sum Lump Sum As Incurred	Prior to Opening Prior to Opening Prior to Opening	Insurance Company Contractors Employees, Vendors, Landlord, Utilities
Advertising Funds (3 months)	\$500-\$1,500	As Incurred	As Incurred	Us or as you select with our approval
TOTAL:	\$150,500-\$534,500	Does not include real estate		

Note 1. You must secure suitable real estate for your restaurant. The minimum size of the restaurant is 3,200 square feet. These amounts assume the restaurant facility is leased. The actual amount of monthly rent will vary based on many factors including, by way of example only, the location, size and condition of the facility. If you purchase the restaurant facility the cost will vary based upon these same factors.

Note 2. You may elect to finance these improvements. If you do then the monthly payment will vary in accordance with the agreement with your lender. No representation is made by us that financing will be available.

Note 3. We will consider renovations and or conversions of an existing restaurant to meet the requirements of Ram's Horn that may lessen the costs.



Ram's Horn Restaurants is actively seeking franchises in the following target areas in Michigan:

Ann Arbor

Belleville

Birch Run

Brighton

Canton

Detroit (Downtown Area)

Hartland

Livonia

Mt. Clemens

M-59 Corridor

Monroe

Royal Oak/Ferndale

Sterling Heights

Troy

Additional Target Market Area(s):

- Toledo, Ohio
- Out of state markets please inquire directly

If you would like additional information, please contact the Franchise Development department at 248-350-3430 or submit the online information form.