



**Country Franchising Pty Ltd trading as Country Chicken**

ABN 86 124 224 522

Member of the Franchise Council of Australia

6 Reichert Drive, Ernest QLD 4214

Australia

Tel (61 7) 5571 6722

Fax (61 7) 5571 6822

Email: [sales@countrychicken.com.au](mailto:sales@countrychicken.com.au)

[www.countrychicken.com.au](http://www.countrychicken.com.au)

[www.countryfriedchicken.com](http://www.countryfriedchicken.com)

## **Expenses That May Occur When Opening Your Country Chicken Store**

While calculating costs for opening the restaurant, following expenses must be taken into consideration:

### **1. Real estate agents fees for finding the suitable site**

Finding a suitable site can be a long and tiring process. You may want to engage the help of the professional commercial lease consultant and the fees for this services may equal to one month's premises renting costs.

2. Before the opening, it is necessary to **fit out** the premises and conduct all necessary renovations as to the Country Chicken standards as well obtain all required documents/approvals from the local councils, etc. Depending on the state and the volume of works required it may take from 2 to 4 months to complete construction and fit out. Therefore, there will be a rental expense even before the restaurant starts its operations; consequently, the renovation cost plus renting cost might be quite significant. Business registration. There are two most common business category in the fast food industry: a limited liability company (Ltd) and the company without legal entity (individual entrepreneurs) the registration costs are not huge however in some countries a compulsory food license may also be required

**3. Building Costs.** Some premises are built without kitchen facilities and are not designed for food premises at all; consequently, the question always arises with the redesigning the site. Redesigning costs depend on the sq m of the premises and on the complexity of building. On average, the works would cost \$ 5-6 thousand dollars, including required project documentations and the permission charges.

**4. Purchase of equipment.** Depending on the location of the store and its menu, the costs for the store equipment may be from \$20 to 70 thousand dollars.

**5. Franchise Fee** - \$35000 – Initial and fixed cost.

### **6. Opening stock/ consumables**

The opening stock and the first container value of consumables from Country Chicken is between \$35-45 thousand dollars and is projected to last for 4 months of successful operations.

**9. Staff wages before Opening.** Some personnel members need to be paid before the restaurant starts its operation, due to the training program and other preparatory processes. Sometimes during the preparatory \ training period, the wages are lower than after the actual opening.

**10. Training Fee** – Personnel Training Program \$15 thousand dollars, it is compulsory and conducted by qualified Country Chicken trainer. In addition, Franchisee will pay the trainers' flight and accommodation, here the total cost will depend on the country of destination and is usually around \$3000 USD.

**11. Expenses for promotional-marketing activities** before/during the Grand Opening. The restaurant, which strongly depends on the location, in most cases should pay great attention to promotions in order to notify potential customers about the new store and its products as well as do a lot of outdoor advertising. These costs vary of the type of promotional activities as well as again, on the particular area and state.

This is the most common expenditure costs for opening Country Chicken restaurant, they are to be used as a guide only as the exact costs may only be determined for the particular store in a particular area once all the necessary details are known.