# Start Up Costs

1. Inventory

2. a. Real Estate Purchase or
   b. First Month’s Rent and
       Rent Security (usually 2 or 3 months)

3. Insurance (paid in advance)

4. Advertising and Grand Opening Promotions

5. Deposit on Utilities

6. Phone Installation and Deposit

7. Legal and Accounting Fees

8. Sales Supplies

9. Improvements (decorating/remodeling)

10. Purchase of Van or Truck

11. Equipment and Fixtures

12. Registering Trade Name

13. License and Permits

14. Incorporating Costs (if applicable)

15. Alarm System/Other Security Requirements

16. Signs
   a. Inside
   b. Outside
   c. On Vehicle(s)

17. Other Expenses Specific to Own Business

18. Reserve

**TOTAL**