

**THE BRAZEN HEAD - ± 400m<sup>2</sup> - (HIGH PROFILE SITES)  
ESTIMATED SET-UP COSTS (Excluding VAT)**

Description	Leasable Items	Capital Costs	Landlord Contrib.
<b>Air conditioning &amp; toilet mechanical vent</b>			<b>250,000</b>
<b>Builders work : all wet trades</b>			
<b>Deck Extension</b>			
<b>Plumbing &amp; Electrical (3 Phase)</b>			<b>600,000</b>
Electrical, Downlighters, Goose Necks & Halogens		40,000	
Light Fittings (Restaurant, Pub & Wine Cellar)		20,000	
Awnings / Umbrellas (± 20 each)		40,000	
Shopfitting: (Lofts, Cladding, Wooden Flooring, Stained Glass, Booths, Bar, Back Bar, Wine Cellar & Function Rooms, etc.)		480,000	
Special Paint Effects		30,000	
Furniture:			
a) Captain's Tables		18,000	
b) Bar Stools - 80 Seater		28,000	
c) Chairs & Tables - 120 Seater		120,000	
d) Deck Furniture (± 20 each)		30,000	
Curtains		30,000	
Carpeting		50,000	
Fire Place		20,000	
Signage:			
a) Creative Edge		50,000	
b) Classic Frames		40,000	
c) Outside Signage (Pole Sign Optional ± R50 000)		70,000	
Bric-a-Brac		35,000	
<b>Kitchen Equipment / Refrigeration</b>	<b>250,000</b>		
<b>Carvery Unit</b>	<b>15,000</b>		
<b>Cold / Freezer / Keg Room</b>	<b>100,000</b>		
<b>Extraction Canopy</b>	<b>40,000</b>		
<b>Till System / Point of Sale</b>	<b>165,000</b>		
<b>Customer Service System</b>	<b>60,000</b>		
<b>Audio Visual System:</b>			
a) <b>Sound System &amp; Installation</b>	<b>60,000</b>		
b) <b>TVs / Plasmas (5) &amp; Installation</b>	<b>100,000</b>		
c) <b>CCTV (optional R90 000)</b>			
d) Purchase of CDs		3,000	
Crockery, Cutlery & Kitchen Smalls		120,000	
Drop Safe		12,000	
Menu & Wine Covers & Menu Printing		20,000	
Uniforms (Management and Staff)		15,000	
Table Linen		20,000	
Fire Equipment (Fire Blanket)		15,000	
Local Authority		5,000	
Working Capital		25,000	
Opening Marketing Activity		75,000	
Table Talkers, Condiment Holders, Table Lamps		15,000	
Opening Stock		115,000	
Staff Costs (During Construction)		20,000	
Secretarial Fees		3,000	
Plants and Containers		9,000	
Sundries		8,000	
Rental Deposit (1 Month)		40,000	
Flags		12,000	
Welcome Mat & Logo Inserts		4,000	
Liquor Licence Fee		10,000	
Franchise Fee		120,000	
Design fee		38,000	
Project Management		35,000	
Training Fee		35,000	
Contingency		12,000	
Stamp Fees		10,000	
	<b>790,000</b>	<b>1,897,000</b>	<b>850,000</b>
<b>Notes:</b>			
1. These costs are merely an estimate and prices could vary. The final cost will depend on the size of the store and the contribution from the Landlord			
2. Leaseable items could be lower, depending on the availability of guaranteed pre-owned kitchen equipment			
3. The items in the leasables column are potential leasable items and are subject to individual credit approval for the franchisee. Each application will be subject to normal credit approval procedures.			
4. Finance Companies will lease the items listed above subject to normal credit requirements			