

Competitive Analysis

Name of Fee	Click IT	TeamLogic IT	uBreakiFix	Experimac	Device Pitstop			
Offerings	Offers convenient one-stop shopping in a retail setting for all business and consumer IT needs.		Offers repair services relating to computers, smart phones, tablets, gaming consoles and other electronic equipment, as well as other related services and ancillary products, including a program for accepting used mobile and other electronic devices in exchange for payment and for purposes of resale.	Offers used electronic products such as laptop computers, tablets and cell phones plus new accessories and components for these products such as cases, cables, chargers, adapters, keyboard covers and external drives (the "Products"). You will also refurbish and repair computers, tablets and cell phones. In your Store you will use our trademarks, trade name, proven and sophisticated procedures and trade secrets.				
Headquarter Location State	Chagrin Falls, OH	Mission Viejo, CA	Orlando, FL	West Palm Beach, FL	Minnetonka, MN			
Number of Franchises / Outlets	0	135	326	130	26			
Service / Royalty Fee (%)	6%	7%	7% for Non-Recommerce, 4% for Recommerce Revenue	6%	5% payable weekly			
Initial Franchise Fee (\$)	\$39,996	\$45,000	\$40,000 plus \$12,500 = \$52,500	\$49,500	\$35,000 to \$40,000			
Discounts Offered	Yes - Extensive	Limited - Vets	None	Yes - Vets and quantity	20% for Vets			
Payment to Franchisor (\$)	\$39,996 before discounts	\$45,000	\$60,800 to \$110,100	\$49,500				
Total Investment (\$) Before Discounts	\$126,061 to \$196,000	\$94,550 to \$142,800	\$85,400 to \$225,350	\$142,010 to \$321,140	\$146,000 to \$206,000			
Local Marketing Expenditures			To Be Determined		5% of total sales when combined with local cooperative.			
Brand Marketing Fund / Fee / Advertising Cooperative	1%		2%	Currently, 1% of your gross revenues or \$500 per month, whichever is greater	Amount determined by local cooperative.			
Additional Training	Yes							
Assistance & Refresher Training								
Renewal Fee	10% of the then-current Initial Franchise Fee, or \$4,000.				\$10,000			
Transfer Fee	50% of the then-current Initial Franchise Fee, or \$20,000.							
Attorneys' Fees and Costs	None							
Supplier Approval	Reserved							
Audit Costs								
Software Updates	Basic investment - No Additional Fees	Lots of Additional Fees						
Relocation Expenses								
Indemnification Fees								
National Account Administration Fee			5% of Gross Sales					