



Living

LIGHTING



**Franchising
Information**

Location Gallery



Living **LIGHTING**
Where solutions come to light.

Contact: Bruno Piva • Toll Free 1 800 293 4929 • Tel 416 447 9499 Ext.223 • Fax 416 447 3974 • Email bruno@nfi.ca



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The Company

Home Décor is currently one of the fastest growing sectors in retail, and lighting is one of the most cost effective ways to enhance our home environment. Proper lighting creates ambiance and adds beauty and drama to every area of the home. Lighting is the magic that completes every interior, and we'd love to help you start your own business in this dynamic field.



Over 40 Years of Canadian Franchising

Living Lighting is Canada's largest franchised chain of residential lighting stores. We specialize in fashion lighting products for the home, with an emphasis on service, style and value. The first Living Lighting store opened in 1968. There are currently 28 stores in Ontario and 2 stores in Nova Scotia.

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Franchising



Nature of Business: Residential lighting, lamps chandeliers, outdoor lighting, shades, bulbs and decorative home accessories

Estimated New Store Opening Costs:

PURCHASE PRICE BREAKDOWN	From:	To:
Furniture & Equipment	140,000	140,000
Leaseholds & Fixturing	40,000	55,000
Inventory	150,000	200,000
Franchise Fee	30,000	30,000
TOTAL	\$360,000	\$425,000

SOURCE OF FUNDS	From:	To:
Cash Down Payment	\$100,000	\$125,000
Working Capital	\$85,000	\$100,000
Canadian Small Business Loan	\$175,000	\$200,000
TOTAL	\$360,000	\$425,000

Investment

Since every Living Lighting store is individually designed, every franchisee's investment differs. We do not follow a "cookie-cutter" approach to our stores, so the construction costs depend upon the size of the unit being opened, and the inventory plan must be adapted to the available space and market. A detailed capital cost budget and operation budget will be provided once a location is selected.



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Benefits

- Lease Negotiations and site selection
- Will Assist in Arranging Financing
- Store Design and Construction
- Store Set-Up Assistance
- Banking Discounts
- Group Benefit Plan
- Commercial Business Insurance
- Group Buying Programs
- Extensive Vendor Programs
(Price Discounts, Extended Payment Terms, Exclusive Product)
- In-depth Marketing Programs
- Professional Advertising Material
- Merchandising Expertise
- On-going Training and Seminars



Markets

Every home, apartment and cottage requires lighting products. New homes, renovations and redecorating projects all result in need for lighting. Lighting completes the setting and provides the magic to create the right mood. Living Lighting stores have a broad appeal and attract customers of all ages and incomes.



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Products

Living Lighting presents every product you would expect to find in a specialty lighting store, such as a full line of table, floor and desk lamps, chandeliers and light fixtures for every application; ceiling fans; track and recessed lighting; lamp shades and light bulbs. We also feature accessories for the home, including occasional furniture and framed prints and mirrors.



Build a Strong, Lasting Business!

By owning your own Living Lighting franchise, you have the opportunity to create and build something that is larger than yourself - a business that can be passed on to future generations. There is no greater satisfaction than owning your own business. Living Lighting's proven format and ongoing support will help you realize your potential!

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Current Locations



Alliston
33 Young Street (Hwy 89)
Alliston, Ontario L9R 1B5

Barrie
42 Caplan Ave, Unit C
Barrie, Ontario L4N 9J2

Bracebridge
505 Hwy 118 West, Unit 5
Bracebridge, Ontario P1L1T3

Burlington
777 Guelph Line
Burlington, Ontario L7R3N2

Etobicoke - Kingsway
Kingsway Mills Shopping Centre, 4242
Dundas St. W.
Etobicoke, Ontario M8X1Y6

Georgetown
245 Guelph Street
Georgetown, Ontario L7G4A8

Gravenhurst
545 Muskoka Road North
Gravenhurst, Ontario P1P1E7

Kitchener
500 Fairway Road, Unit 8
Kitchener, Ontario N2C1X3

London North
1673 Richmond Street N.
London, Ontario N6G2N4

London South
765 Exeter Road, Unit 104
London, Ontario N6E3T1

Markham
5308 Highway #7
Markham, Ontario L3P1B8

Newmarket
17335 Yonge Street S.
Newmarket, Ontario L3Y8Z2

Ottawa - Bank Street
1742 Bank Street
Ottawa, Ontario K1V 7Y6

Ottawa - Merivale Rd.
1600 Merivale Road
Ottawa, Ontario K2G3K2

Ottawa - Robertson Rd.
172 Robertson Road
Ottawa, Ontario K2H5Z1

Owen Sound
1209 - 16th Street E.
Owen Sound, Ontario N4K1Z4

Parry Sound
72 Church Street
Parry Sound, Ontario P2A1Y9

Pickering
1755 Pickering Parkway
Pickering, Ontario L1V6K5

Richmond Hill
9737 Yonge Street, Unit 203
Richmond Hill, Ontario L4C 8S7

Sarnia
1152 London Road
Sarnia, Ontario N7S1P4

Timmins
129 Algonquin Blvd. W.
Timmins, Ontario P4N2R4

Toronto - Beaches
1841 Queen St. E.
Toronto, Ontario M4L 3Z6

Toronto - King Street
624 King Street West
Toronto, Ontario M5V1M7

Wasaga Beach
7-707 River Road West
Wasaga Beach, Ontario L9Z 1N7

Woodbridge
Parkette Plaza, 205 Marycroft Drive, Unit 4
Woodbridge, Ontario L4L4T8

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Proforma

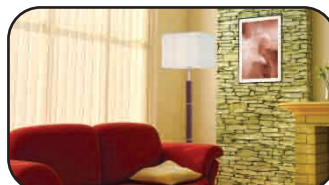
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	LEVEL 1	LEVEL 2	LEVEL 3
SALES	\$800,000	\$1,100,000	\$1,300,000
GROSS PROFIT	\$400,000	\$550,000	\$650,000
EXPENSES:			
WAGES & BURDEN	\$88,000	\$121,002	\$141,402
VISA & MC S/C	\$9,600	\$13,200	\$13,200
INSURANCE	\$1,800	\$1,800	\$1,800
TELEPHONE	\$2,400	\$2,400	\$2,400
UTILITIES	\$14,400	\$14,400	\$14,400
RENT	\$80,000	\$80,000	\$80,000
C.A.M. & ADD.	\$20,000	\$20,000	\$20,000
REPAIR & MAINTENANCE	\$1,200	\$1,200	\$1,200
ROYALTY	\$40,000	\$55,002	\$65,002
NAT. & LOCAL ADV.	\$32,000	\$44,000	\$52,000
STORE SUPPLIES	\$8,000	\$11,002	\$13,002
PROFESSIONAL FEES	\$2,400	\$2,400	\$2,836
VEHICLE OPERATION	\$3,600	\$3,600	\$3,600
BANK CHARGES & INTEREST	\$1,200	\$1,200	\$1,418
MISC. EXPENSE	\$8,000	\$11,002	\$13,002
TOTAL EXPENSES	\$312,600	\$382,208	\$425,264
NET INCOME	\$87,400	\$167,792	\$224,736

Proforma Notes

Projections represented above are based on certain assumptions and historical data available to Living Lighting Management. There is no warranty or guarantee that these projections will reflect actual performance. Projections depend on numerous factors including the franchisee's business and management skills, as well as factors peculiar to the Lighting industry.

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