



Educational Outfitters

The Nation's Premier Provider of School Apparel

Better Service, Better Quality, Better Value and Better Stores



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ADDITIONAL INFORMATION

[Educational Outfitters '10 Reasons to Present to your Candidates'](#) (Effective: December 2008)
[Educational Outfitters 'Consultant Overview'](#) (Effective: December 2008)

DESCRIPTION:

Educational Outfitters is the very first franchise opportunity in the highly lucrative school uniform and school apparel field. Educational Outfitters has a solid core business but with many other revenue streams, such as, Team and Cheer uniforms, Embroidery, Corporate Wear, Screen Printing, and Promotional Products. Educational Outfitters franchise is like buying three franchises in one, we even offer a Co-Brand called CustomLogo Outfitters that is used to help obtain the Corporate business and EO Athletics which is focused on Team and Cheer Uniforms. The Demand for School Uniforms & Apparel, Embroidery and Corporate Wear is a huge, growing and largely untapped market. Although, demand is increasing there are few retail stores available to meet the need. With Educational Outfitters/CustomLogo Outfitters you can draw upon our experience, preferred pricing programs, support and systems to create a great Business.

BACKGROUND

Established: 1998
 1st Franchised: 2001
 Franchised Units: 37
 Company Owned Units: 0
 Projected New Units (12 Months): 5
 Registered: All (Currently accepting referrals from all states)

FINANCIAL/TERMS

Cash Investment: \$150K
 Total Investment: \$250K
 Minimum Net Worth: \$400K
 Franchise Fee: \$29.5K
 Royalty: 5%
 Ad: 3%
 Average Number of Employees: 5-10

Passive Ownership: No

SUPPORT & TRAINING PROVIDED

Financial Assistance Provided: No

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes

Co-Operative Advertising: No

Training:

12 Days then Continued Support

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