



*Foggy is the contemporary gift shop  
for a new generation*



Foggy is a gift shop startup endeavor, bringing gifts to the Northwest in an Etsy, gift shop, format. At Foggy we are interested in bringing an arrangement of contemporary gift items to a suburban generation.



The members of Foggy are interested in working with local artists, bands, and philanthropists in getting the message out to consumers, while selling supporting products at our prospective gift shop. Please feel free to give your input and invest in this new and exciting startup opportunity.



### Mini Store Total

Tier I-VI: Lights, Basic Store

*\$10,144 to generate \$4,700 to \$3,800  
base cost plus salary = 0 net profit*

### Mid Store Total

Tier I-IX: Soaps, Furniture

*\$11,700 to generate \$7,200 to \$7,800  
base cost plus salary = \$3,100*

### Large Store Total

Tier I-XI: Lights, Basic Store,  
Modern Lighting, Greeting Cards,  
Specialty Soaps, Iphone Cases,  
Reconditioned Furniture, Personal  
and Home Accessory Items

*\$19,080 to generate \$12,200 to \$14,700  
profit base cost plus salary = \$8,100*

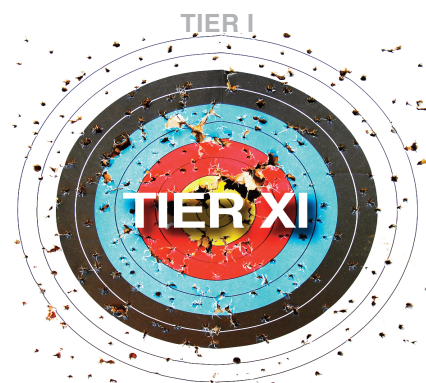
**Net profit is more for the  
holiday season.**

### Best Investment

Tier I-XI: Large Downtown Store Space

*If the budget is doubled the rent is \$4400  
for four months. More time more sales.*

**\$40,000 generates \$40,000 profit.**



**TIER XI gets you a complete,  
trustworthy, neighborhood store  
that big retailers can't compete with.**

#### TIER I

Base Store Costs  
**\$1377**

#### TIER II

Insurance/Security  
**\$500+\$350 = \$850**

#### TIER III

Store Rent for  
Four Months  
**\$2100**

#### TIER IV

**\$4527**

#### TIER V

Modern Lighting  
**\$1000**

#### TIER VI

Greeting Cards  
**\$300**

#### TIER VII

Cocoa,Sea Salt  
Soap Costs  
**\$1000**

#### TIER VIII

50 Assorted  
Iphone Cases  
**\$300**

#### TIER IX

3 Furniture Pieces  
**\$1000**

#### TIER X

Personal Accessories  
**\$3600**

#### TIER XI

Home Accessory Items,  
Shadow Boxes, Tiles  
**\$3180**

#### STORE GLASS MOOD PIECES

**\$100-\$200**