



Ice Cream Parlor


Business Plan


[YEAR]


The best ice cream bar that ever existed


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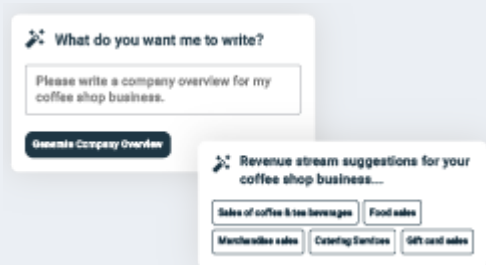
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1.

Executive Summary

Objectives

Mission

Keys to Success



REMEMBER

Before you think about how to start an Ice Cream Parlor services, you must create a detailed Ice Cream Parlor business plan. It will not only guide you in the initial phases of your startup but will also help y

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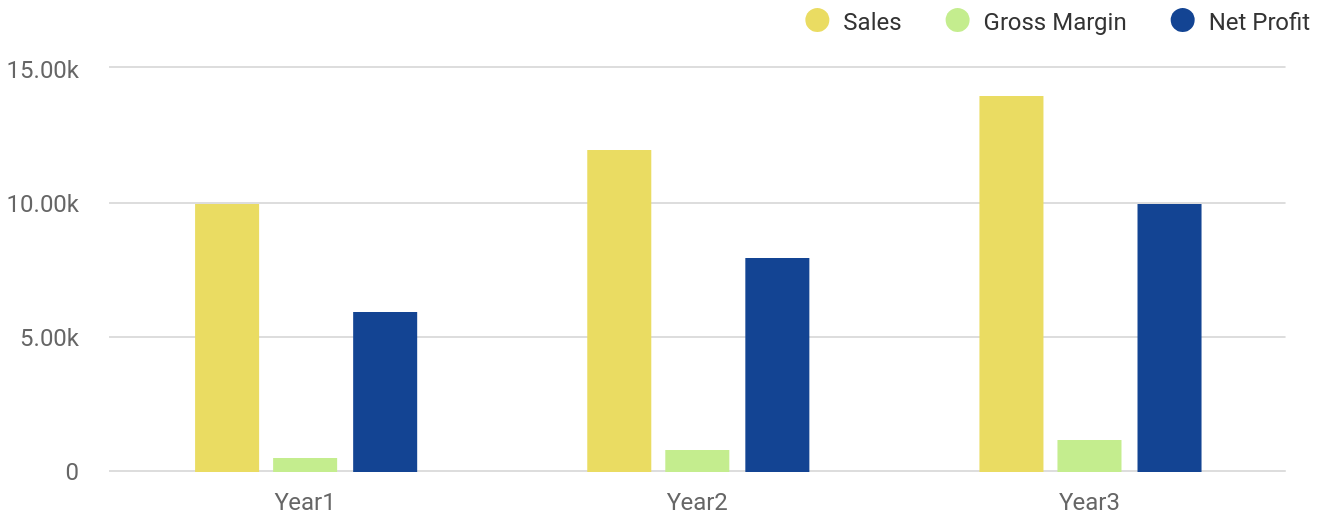
Zero Degree Frozen Ice

Zero Degree Frozen Ice will be an ice cream shop located on a busy street in Davis Plaza in Davis, California. Pence's is a start-up shop and has long-term presence plans in the Eugene/ Springfield market. Along with a \$17,000 investment by Rowland Pence

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3 Year profit forecast



Financial Year	Sales	Gross Margin	Net Profit
Year1	10,000	500	6,000
Year2	12,000	800	8,000
Year3	14,000	1,200	10,000

Objectives

Zero Degree Frozen Ice

Zero Degree Frozen Ice has three main objectives:

1. To be rated one of the top sit-down dining restaurants in Davis, California


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Mission

Zero Degree Frozen Ice

The mission of Zero Degree Frozen Ice is to provide an inexpensive eatery for families on the go throughout the county of Davis, California. In turn, the Parlor's mission is also to give back to the community by creating employment opportunities for high-school

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Keys to Success

Zero Degree Frozen Ice

The keys to the success of the Restaurant are as follows:

1. Good hometown cream making

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2.

Business Summary

Overview

Start-up Summary

Funding Required

Company Ownership

Overview

Zero Degree Frozen Ice

Zero Degree Frozen Ice will purchase a frozen custard mix and Italian Ice base from a distributor in Pennsylvania. We will use a frozen custard freezer to quickly freeze the custard product into a premium, dense, and creamy frozen dessert. We will fe

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Start-up Summary

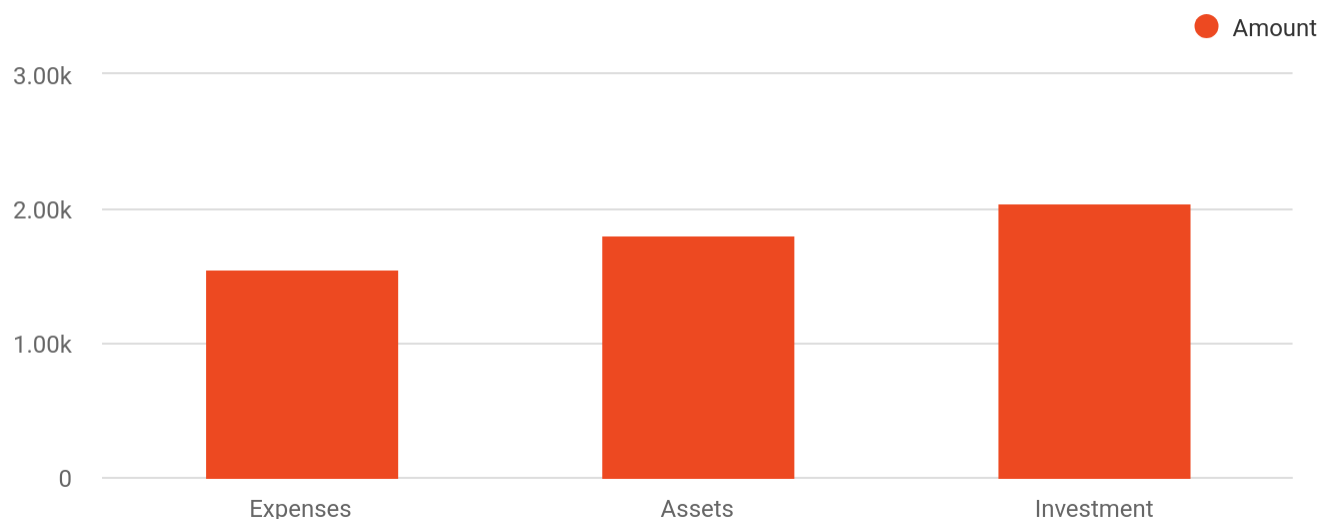
Zero Degree Frozen Ice

To start up this business, we expect to incur a short-term debt of \$5,000 to cover initial inventory and other expenses for the first three months. We also anticipate the need for a long-term loan of \$70,000 to cover equipment and fixtures costs. We also

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Startup cost



Cost distribution

	Amount
Expenses	1,550
Assets	1,800
Investment	2,050

Funding Required

START-UP FUNDING	Amount
Start-up Expenses to Fund	\$5,062
Start-up Assets to Fund	\$94,938
TOTAL FUNDING REQUIRED	\$100,000
Assets	
Non-cash Assets from Start-up	\$70,120
Cash Requirements from Start-up	\$24,818
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$24,818
TOTAL ASSETS	\$94,938
Liabilities and Capital	
Liabilities	

START-UP FUNDING	Amount
Current Borrowing	\$5,000
Long-term Liabilities	\$70,000
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$75,000
Capital	
Planned Investment	
Rowland Pence	\$15,000
Investor 2	\$10,000
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$25,000
Loss at Start-up (Start-up Expenses)	(\$5,062)
TOTAL CAPITAL	\$19,938
TOTAL CAPITAL AND LIABILITIES	\$94,938
Total Funding	\$100,000

Company Ownership

Zero Degree Frozen Ice

The company will be owned by Rowland Pence and one or two additional partners. Pence will contribute \$15,000 and the other investor(s) will contribute a combined additional \$10,000.

This will keep the majority of the equity in the company under Pence's

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3.

Products and Services

Frozen Custard

Italian Ice



REMEMBER

Before starting an ice cream parlor business, you must take many things into consideration such as you must consider what types of ice cream services will you be providing to your customers. Deciding your

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Zero Degree Frozen Ice

Pence's will sell premium fresh-made Frozen Custard and Italian Ice. Frozen Custard is a natural, wholesome, frozen dairy product. It differs from ice cream in both taste and texture. Currently, the popular product known as Frozen Custard in the Midwest

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Zero Degree Frozen Ice

- Rich Flavor because it is made with an Egg Base
- Less Fat and Sugar than Most Premium Ice Creams
- Smoother and Creamier Texture (no ice crystals as in ice cream)

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Frozen Custard

Start writing here..

Zero Degree

- A Fruit-flavored ice mix with a smooth texture (very small ice crystals)
- A Sweet and Fat-Free frozen product
- Made without Dairy or Egg products

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Italian Ice

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Zero Degree Frozen Ice

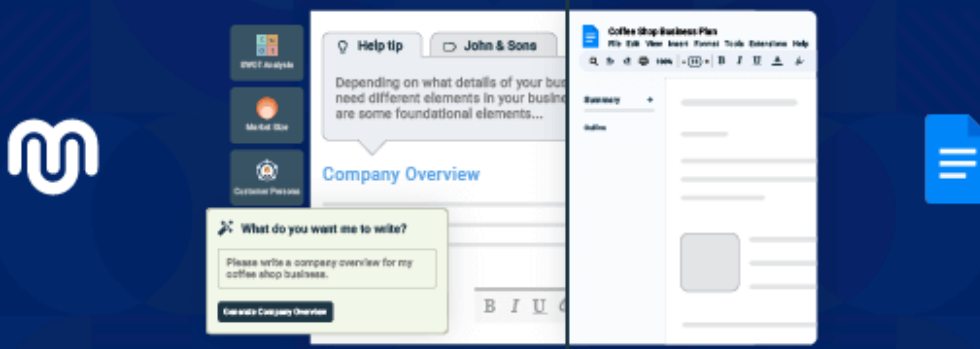
Both Frozen Custard and Italian Ice are lower in fat and sugar content than other premium ice creams available on the market. Our product is creamier and smoother in texture than ice cream, and it is the only product available as hard serve from a soft-serve machine.

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4.

Market Analysis

Market Segmentation

Market Analysis

Target Market Segment Strategy

Industry Analysis



REMEMBER

The most important component of an effective ice cream business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from

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Zero Degree Frozen Ice

The market we will engage in is the Eugene-Springfield metropolitan area. The specific market we will serve consists of a 25 square block radius around our scoop shop and includes the university student population and those primarily within walking dista

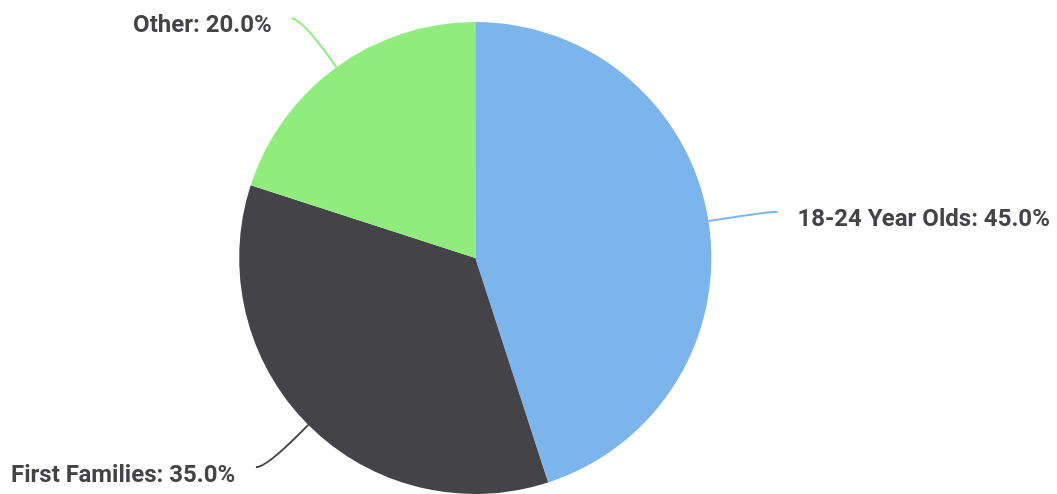
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Market Segmentation

The potential customer groups for Zero degree Frozen Ice are:

Marketing share



Segments	Market share
18-24 Year Olds	45
First Families	35
Other	20

Zero Degree Frozen Ice

Our market research indicates about 38,000 potential customers in the Eugene-Springfield area who are within this age range. The target customer is going to be a part of the "town and gown" niche: half college students and half local residents. They have a tendency to

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18-24 Year Olds

Start writing here..

Zero Degree Frozen Ice

These are the grown children of the baby boomer population having children of their own. Most of their children are not yet teens. By targeting this group, we can not only generate a large volume of immediate business but also create long term customers in

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First Families

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Zero Degree Frozen Ice

Our downtown location and increasing customer base will probably draw in customers outside of our targeted groups, including those attending the Saturday market, coming downtown to shop, or attending plays or musical events. We conservatively estimate

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Other

Start writing here..

Market Analysis

Potential Customers	Growth	YEAR 1	YEAR 1	YEAR 3	YEAR 4	YEAR 5	CAGR
18-24-Year-Olds	3%	38,040	39,181	40,356	41,567	42,814	3.00%
First Families	4%	55,852	58,086	60,410	62,826	65,339	4.00%
Other	1%	3,160	3,192	3,224	3,256	3,288	1.00%
Total	3.52%	97,052	100,459	103,989	107,649	111,441	3.52%

Target Market Segment Strategy

Zero Degree Frozen Ice

The 18-24-year-old go out for ice cream more than any other age group. Within the 18-24-year-old group, the "town and gown" niche is very important, because they heavily populate the area surrounding the store's location. They are reachable through music, s


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Industry Analysis

Zero Degree Frozen Ice

The frozen dessert industry experienced sales of more than \$20.7 billion last year, with \$13 billion of that on "away from home desserts."

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Zero Degree Frozen Ice

In the frozen dessert industry, consumers make purchasing choices for a number of reasons. Perceived quality of the product is essential for consumers going out to eat, because of the price premium they must pay. A gallon of generic (or even name-brand

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Competition and Buying Patterns

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Zero Degree Frozen Ice

Zero Degree Frozen Ice faces approximately 15 competitors in the Eugene area. The top competition comes from several national chain stores that have years of experience and significant brand recognition as well as several locally based competi

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Competitors

Start writing here..

5.

Strategy and Implementation Summary

Competitive Edge

Milestones

Marketing Strategy

Sales Strategy



REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis

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Zero Degree Frozen Ice

Zero Degree Frozen Ice will succeed in the Eugene market by selling a unique, fresh, high-quality product that exceeds customer expectations. We will focus on the local market, targeting two specific market segments, in an attempt to achieve the

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Competitive Edge

Zero Degree Frozen Ice

Pence's Frozen Custard has two competitive edges:

- Rich and creamy, high class, low fat, frozen desserts.

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Milestones

Zero Degree Frozen Ice

The following table lists important project milestones to be undertaken before the business opens, during the start-up period, and immediately after opening the doors. The table lists the dates and managers in charge and budgets for each milestone. The m

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Milestone	Start Date	End Date	Budget	Manager	Department
Frozen Custard Taste Tests	8/1/2004	9/25/2004	\$150	MB	ProDev
Italian Ice Taste Tests	8/1/2004	10/25/2004	\$150	MB	ProDev
Business Logo/Sign Development	1/1/2005	1/30/2005	\$400	MB	Marketing
Investment Campaign	8/15/2004	2/10/2005	\$200	MB	Admin
Product Packaging	12/10/2004	3/10/2005	\$200	MB	Marketing
Design Advertisements	1/20/2005	3/30/2005	\$250	MB	Marketing
Open Doors	4/1/2005	4/1/2005	\$0	MB	Marketing
Grand Opening Ad Campaign	4/18/2005	6/18/2005	\$2,000	MB	Marketing
Brand Awareness Campaign	4/10/2005	7/20/2005	\$1,100	MB	Marketing
Targeted Ad Campaigns	5/15/2005	10/31/2005	\$4,000	MB	Marketing
Totals			\$8,450		

Marketing Strategy

Zero Degree Frozen Ice

Pence's Frozen Custard will use multiple methods to approach its target markets. Since our most difficult task will be attracting customers for that first tasting, we have a two-tiered approach. First, a mass mailing campaign will create customer aware

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Sales Strategy

Zero Degree Frozen Ice

Our sales strategy focuses first on providing the highest quality products and services to our target customers. Once a customer enters our store, it is our job to make sure their experience with us is enjoyable. Product offerings and prices will be clearly posted.

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Zero Degree Frozen Ice

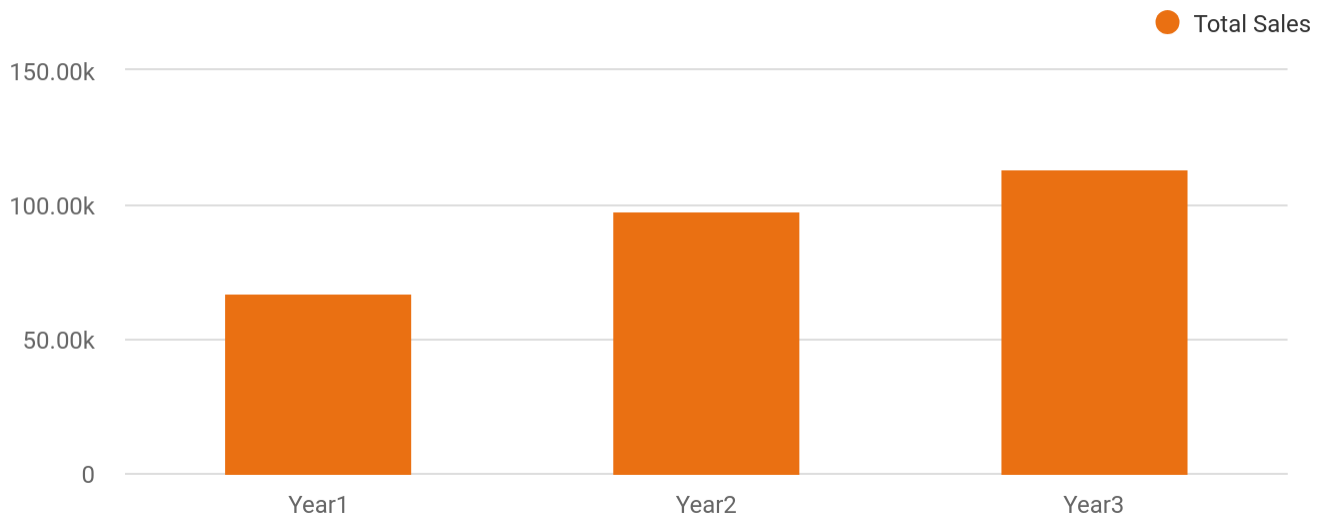
Our sales will largely be determined by foot traffic in the area, the season of the year, and current weather conditions. We estimate first-year sales of approximately \$66,840, \$97,760 in the second year, and \$113,402 in the third year following this plan.

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Sales Forecast

Start writing here..

Sales Yearly



Financial Year	Total Sales
Year1	66,840
Year2	97,760
Year3	113,402

6.

Management Summary

Personnel Plan

Zero Degree Frozen Ice

Rowland Pence has a strong entrepreneurial spirit and he is prepared to invest a great deal of time and effort over the coming years to make Zero degree Frozen Ice a successful business venture. The owner has an outside income source and does not expect

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Personnel Plan

Zero Degree Frozen Ice

We expect seasonal hiring of part-time employees. Because we will offer no benefits to our employees, full-time employees will not be hired (nor are they necessary through the first year.)

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Start writing here..

Average Salaries

PERSONNEL PLAN	YEAR 1	YEAR 2	YEAR 3
Part-time employees	\$8,094	\$11,837	\$12,784
Owner - Rowland Pence	\$0	\$0	\$0
Other Owner(s)	\$12,000	\$12,000	\$18,000
Total People	3	4	4
Total Payroll	\$20,094	\$23,837	\$30,784

7.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of an Ice Cream Parlor business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will

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Zero Degree Frozen Ice

Rowland Pence's Frozen Custard expects to raise \$70,000 in long-term debt with \$25,000 from the owners. A short term loan of \$5,000 will be used to maintain a level of cash necessary to maintain expected inventory levels and to buy additional inventory stock

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Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	2024	2025	2026
Revenue	\$143,147.70	\$296,797.41	\$623,446.75
Ice Cream Sales	\$56,931.60	\$143,364.27	\$361,015.17
Unit Sales	18,977	47,788	120,338
Unit Price	\$3	\$3	\$3
Custom Ice Cream Cakes	\$66,851.10	\$120,051.90	\$215,596.80
Unit Sales	2,228	4,002	7,187
Unit Price	\$30	\$30	\$30
Seasonal Promotions	\$19,365	\$33,381.24	\$46,834.78
Cost Of Sales	\$13,580.83	\$18,672.42	\$29,051.68
General Costs	\$13,580.83	\$18,672.42	\$29,051.68
Ice Cream Ingredients	\$9,286.42	\$9,768.49	\$10,348.27
Dairy Supplies	\$5,481.72	\$5,481.36	\$5,517.54
Flavorings & Additives	\$3,804.70	\$4,287.13	\$4,830.73
Packaging and Serving Materials	\$4,294.41	\$8,903.93	\$18,703.41
Ice Cream Cups & Spoons	\$2,862.94	\$5,935.95	\$12,468.95
Napkins & Decorations	\$1,431.47	\$2,967.98	\$6,234.46
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$129,566.87	\$278,124.99	\$594,395.07
Gross Margin (%)	90.51%	93.71%	95.34%

	2024	2025	2026
Operating Expense	\$244,335.09	\$256,092.85	\$271,777.06
Payroll Expense (Indirect Labor)	\$225,600	\$230,904.48	\$236,345.04
Store Staff	\$150,720	\$154,838.40	\$159,072.24
Store Manager	\$40,320	\$41,126.40	\$41,948.88
Ice Cream Servers	\$110,400	\$113,712	\$117,123.36
Maintenance Staff	\$16,128	\$16,450.56	\$16,779.60
Cleaning Staff	\$16,128	\$16,450.56	\$16,779.60
Administrative Staff	\$58,752	\$59,615.52	\$60,493.20
Bookkeeper	\$31,152	\$31,463.52	\$31,778.16
Marketing Coordinator	\$27,600	\$28,152	\$28,715.04
General Expense	\$18,735.09	\$25,188.37	\$35,432.02
Utilities and Maintenance	\$2,750	\$2,757	\$2,764.14
Electricity & Water	\$2,400	\$2,400	\$2,400
Equipment Maintenance	\$350	\$357	\$364.14
Marketing and Advertising	\$3,431.47	\$5,007.98	\$8,315.26
Online Advertising	\$1,431.47	\$2,967.98	\$6,234.46
Promotional Events	\$2,000	\$2,040	\$2,080.80
Rent and Insurance	\$12,553.62	\$17,423.39	\$24,352.62
Shop Rent	\$11,353.62	\$16,187.39	\$23,079.54
Business Insurance	\$1,200	\$1,236	\$1,273.08
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$114,768.22)	\$22,032.14	\$322,618.01

	2024	2025	2026
Additional Expense	\$6,096.68	\$5,129.58	\$4,102.83
Long Term Depreciation	\$3,523.20	\$3,523.20	\$3,523.20
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$118,291.42)	\$18,508.94	\$319,094.81
Interest Expense	\$2,573.47	\$1,606.38	\$579.64
EBT	(\$120,864.90)	\$16,902.56	\$318,515.18
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$264,012.60	\$279,894.85	\$304,931.57
Net Income	(\$120,864.90)	\$16,902.56	\$318,515.18
Net Income (%)	(84.43%)	5.69%	51.09%
Retained Earning Opening	\$0	(\$140,864.90)	(\$123,962.34)
Owner's Distribution	\$20,000	\$0	\$0
Retained Earning Closing	(\$140,864.90)	(\$123,962.34)	\$194,552.84

Projected Cash Flow

	2024	2025	2026
Cash Received	\$143,147.70	\$296,797.41	\$623,446.75
Cash Paid	\$260,489.40	\$276,371.65	\$301,408.37
COS & General Expenses	\$32,315.92	\$43,860.79	\$64,483.70
Salary & Wages	\$225,600	\$230,904.48	\$236,345.04
Interest	\$2,573.47	\$1,606.38	\$579.64
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$117,341.70)	\$20,425.76	\$322,038.38
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$20,000	\$0	\$0
Net Cash From Investments	(\$20,000)	\$0	\$0
Amount Received	\$80,000	\$0	\$0
Loan Received	\$50,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$30,000	\$0	\$0
Amount Paid	\$35,679.72	\$16,646.82	\$17,673.45
Loan Capital	\$15,679.73	\$16,646.82	\$17,673.44
Dividends & Distributions	\$20,000	\$0	\$0
Net Cash From Financing	\$44,320.28	(\$16,646.82)	(\$17,673.45)

	2024	2025	2026
Summary			
Starting Cash	\$0	(\$93,021.42)	(\$89,242.48)
Cash In	\$223,147.70	\$296,797.41	\$623,446.75
Cash Out	\$316,169.12	\$293,018.47	\$319,081.82
Change in Cash	(\$93,021.42)	\$3,778.94	\$304,364.93
Ending Cash	(\$93,021.42)	(\$89,242.48)	\$215,122.45

Projected Balance Sheet

	2024	2025	2026
Assets	(\$76,544.62)	(\$76,288.88)	\$224,552.85
Current Assets	(\$93,021.42)	(\$89,242.48)	\$215,122.45
Cash	(\$93,021.42)	(\$89,242.48)	\$215,122.45
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$16,476.80	\$12,953.60	\$9,430.40
Gross Long Term Assets	\$20,000	\$20,000	\$20,000
Accumulated Depreciation	(\$3,523.20)	(\$7,046.40)	(\$10,569.60)
Liabilities & Equity	(\$76,544.64)	(\$76,288.90)	\$224,552.84
Liabilities	\$34,320.26	\$17,673.44	\$0
Current Liabilities	\$16,646.82	\$17,673.44	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0

	2024	2025	2026
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$16,646.82	\$17,673.44	\$0
Long Term Liabilities	\$17,673.44	\$0	\$0
Long Term Debt	\$17,673.44	\$0	\$0
Equity	(\$110,864.90)	(\$93,962.34)	\$224,552.84
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$30,000	\$30,000	\$30,000
Retained Earnings	(\$140,864.90)	(\$123,962.34)	\$194,552.84
Check	\$0	\$0	\$0

Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%

	Year 1	Year 2	Year 3	Industry Profile
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.

	Year 1	Year 2	Year 3	Industry Profile
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.



The image shows a comparison between the Upmetrics software interface and a traditional spreadsheet. On the left, the Upmetrics interface displays a 'Financial Plan' summary with a 'Profit & Loss' section. It includes a navigation menu with 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The summary table shows data for two periods: 2022-04 and 2024-03. A pop-up window asks 'What price will you charge for each unit?' with a 'Comment Answer' button and a 'Viewing amounts over time' link. On the right, a spreadsheet view shows a grid with columns A through E and rows 1 through 17. A formula '=PER(C2:G2)' is visible in cell C4.



Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes - no more remembering complex formulas or fussing in the spreadsheet.

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Mariia Yevlash



Student, Sumy State University – Ukraine

The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, **especially AI which did a great impact on my work.**

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