




Ice Cream Parlor


BUSINESS PLAN


The best ice cream bar that ever existed




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1.

Executive Summary

Objectives

Mission

Keys to Success



REMEMBER

Before you think about how to start a 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 you later on.

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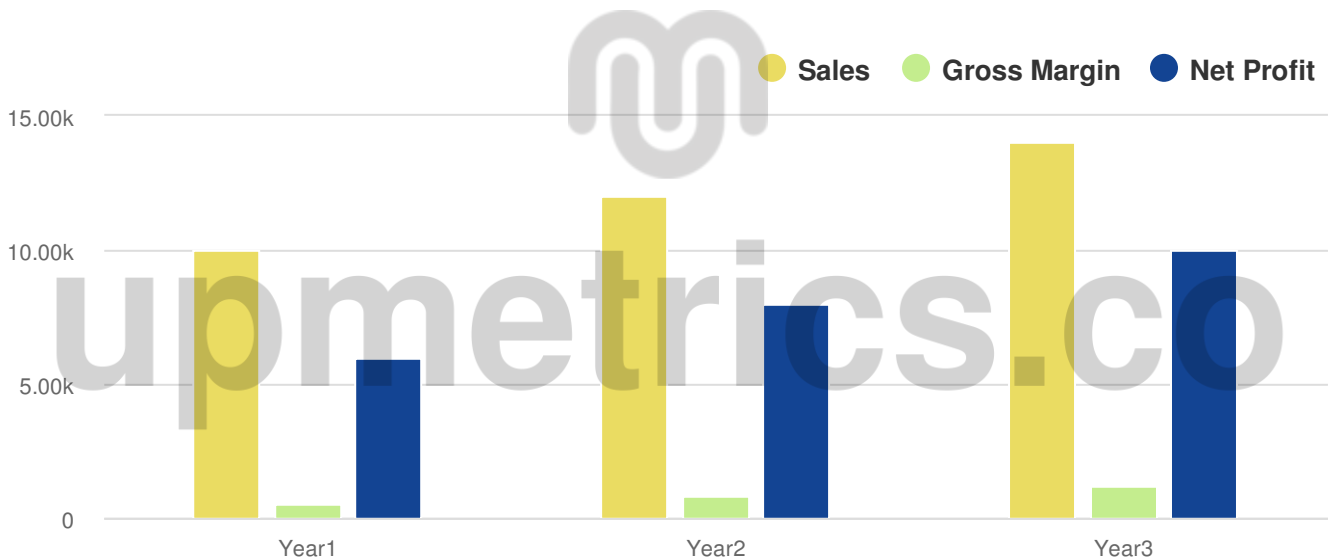
TIP

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, Pence's Frozen Custard hopes to initially make a successful effort to secure start-up financing through

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3 Year profit forecast



Financial Year	Sales	Gross Margin	Net Profit
Year1	10000	500	6000
Year2	12000	800	8000
Year3	14000	1200	10000

Objectives



TIP

Zero Degree Frozen Ice has three main objectives:

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

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Mission



TIP

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 students, college students, and stay-at-home mothers; subsidizing programs and sports activities

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Keys to Success



TIP

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

1. Good hometown cream making
2. Affordable prices
3. Daily community activities

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2.

Business Summary

Overview

Start-up Summary

Funding Required

Company Ownership

Overview



TIP

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 feature vanilla and chocolate flavors each day plus one or two additional flavors of the day.

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Start-up Summary



TIP

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 expect to incur \$675 worth of legal expenses based on the cost of forming the LLC and other legal liability i

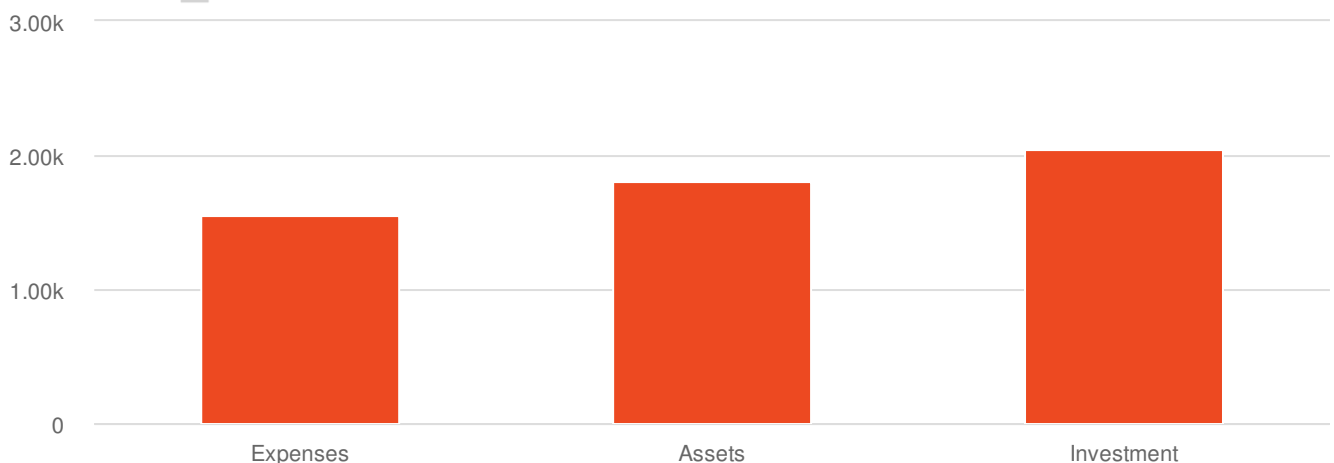
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Startup cost

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Amount



Cost distribution

Amount

Expenses

1550

Assets

1800

Investment

2050

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	
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



TIP

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 control. A buy/sell agreement will be established with the other investors when the Limited Liability Corporation is formed.

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3.

Products and Services



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 services is extremely important since it helps you plan other components of your business so make sure to consider it before you think about how to start.

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TIP

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 and on the East Coast is not available in California. There are a handful of small businesses in California.

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TIP

- 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 or ice milk.)

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Frozen Custard

Start writing here...



TIP

- 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
- Made with Real Fruit Concentrate

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Italian Ice

Start writing here...



TIP

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. This is because Frozen Custard is made using a unique machine called a batch freezer. This

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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 this auto detailing business plan sample or other auto detailing business plans available online.

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TIP

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 distance of the shop in downtown Eugene. The overall age demographics of the population break down as follows:

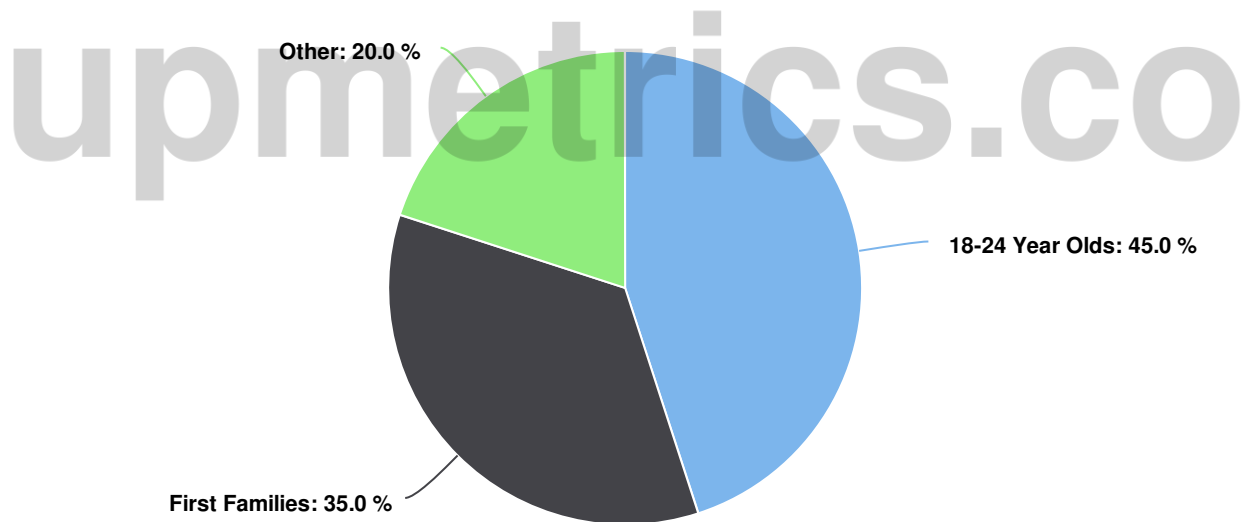
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Market Segmentation

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



TIP

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 spend more than they can afford on prestige products.

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18-24 Year Olds

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TIP

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 the children. We also have found that families are eating out at ice cream and frozen yogurt shops mo

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First Families

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TIP

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 this third market segment at about 3,160 people (1% of the total local population).

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Other

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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



TIP

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, specifically R&B, and they prefer prestige products, which match our choice of product offerings.

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Industry Analysis



TIP

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

The frozen dessert market is expected to grow by seven percent each year through 2008. There are several existing competitors.

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TIP

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) ice cream in the grocery store will cost about as much as servings for one or two people at a scoop shop.

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Competition and Buying Patterns

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TIP

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 competitors. In spite of all the competition, each of these scoop shops remains profitable and open year-round.

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Competitors

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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, sales strategy is also an important component of an Ice Cream parlor business startup and must be properly planned before you think about starting your business.

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TIP

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 best reputation in our segment. We will strive to increase brand awareness among our target market during our first year of operation as a way

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Competitive Edge



TIP

Pence's Frozen Custard has two competitive edges:

- Rich and creamy, high class, low fat, frozen desserts.
- Our friendly, neighborly approach to customers.

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Milestones



TIP

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 milestone schedule indicates our emphasis on planning for implementation.

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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

Milestone	Start Date	End Date	Budget	Manager	Department
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



TIP

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 awareness and generate trial. This will include coupons and our "Grand Opening" offer: with a coupon, your first

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Sales Strategy



TIP

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 behind the counter, and scoopers will be educated about the ingredients and processes involved in each

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TIP

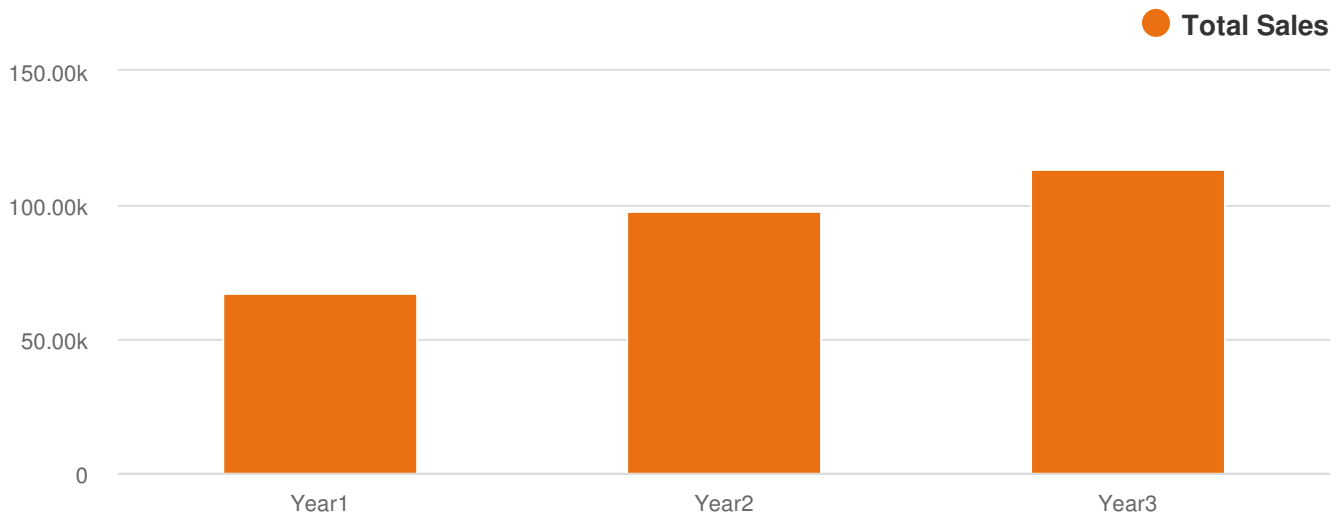
Our sales will largely be determined by foot traffic in the area, the season of the year, and current weather conditions. We estimate first-year sales of approximately \$66,840, \$97,760 in the second year, and \$113,402 in the third year following this plan.

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Sales Forecast

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Sales Yearly



Financial Year	Total Sales
Year1	66840
Year2	97760
Year3	113402

6.

Management Summary

Personnel Plan



TIP

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 to see returns on his initial investment until year four. Mr. Pence shall act as the store manager, with the other owners acting as

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Personnel Plan



TIP

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.)

We foresee hiring two or three part-time employees

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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 be met by the earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be considered.

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TIP

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 should sales be higher than expected. The long-term debt will be paid back over the next ten years.

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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

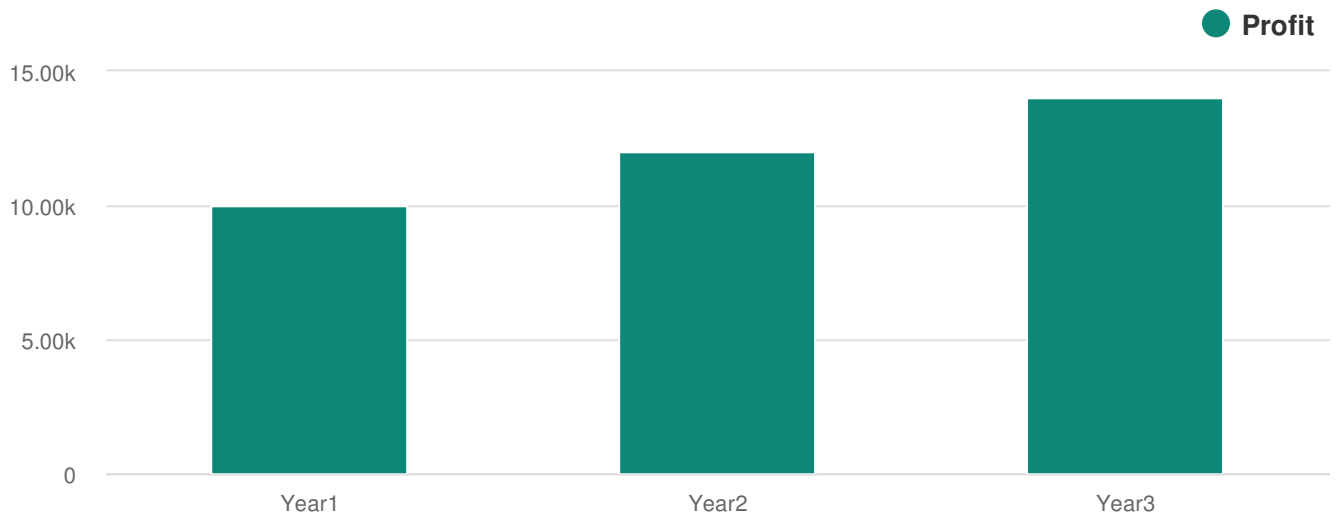
Brake-even Analysis

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

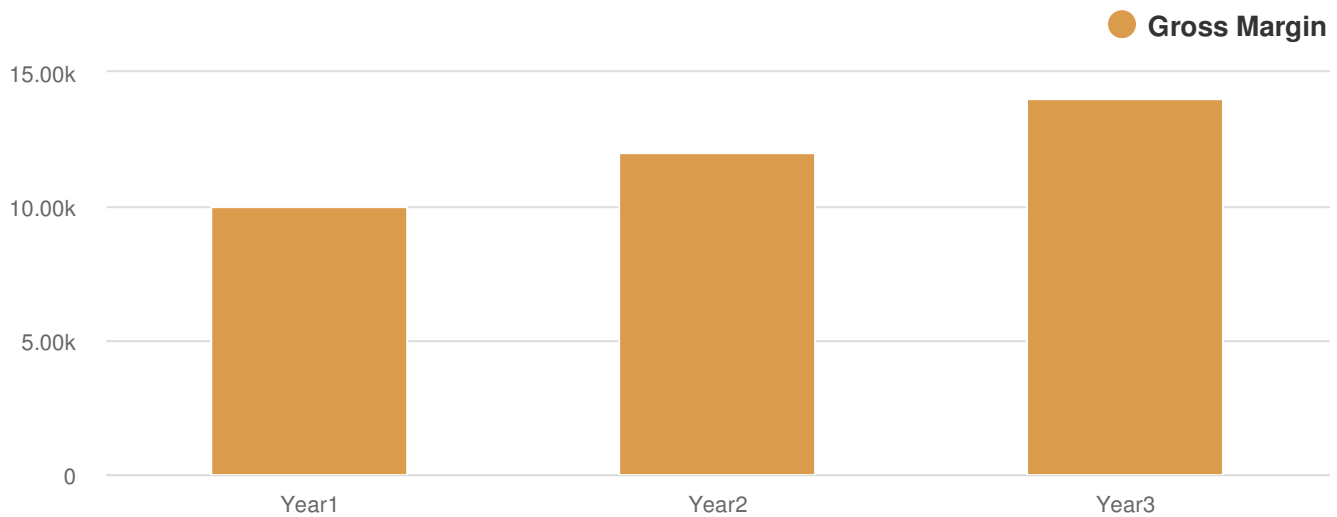
	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
EBITDA	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
Net Profit/Sales	30,00%	39,32%	48,64%

Profit Yearly



Financial Year	Profit
Year1	10000
Year2	12000
Year3	14000

Gross Margin Yearly



Financial Year	Gross Margin
Year1	10000
Year2	12000
Year3	14000

Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
Cash from Operations			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
SUBTOTAL CASH FROM OPERATIONS	\$47 143	\$53 651	\$59 359
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
SUBTOTAL CASH RECEIVED	\$47 143	\$53 651	\$55 359
Expenditures from Operations			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
SUBTOTAL SPENT ON OPERATIONS	\$35 296	\$39 549	\$43 582
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
SUBTOTAL CASH SPENT	\$35 296	\$35 489	\$43 882
Net Cash Flow	\$11 551	\$13 167	\$15 683

Cash Received	Year 1	Year 2	Year 3
Cash Balance	\$21 823	\$22 381	\$28 239

Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
TOTAL CURRENT ASSETS	\$201 259	\$237 468	\$273 677
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
TOTAL LONG-TERM ASSETS	\$980	\$610	\$240
TOTAL ASSETS	\$198 839	\$232 978	\$267 117
Current Liabilities			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
SUBTOTAL CURRENT LIABILITIES	\$9 482	\$10 792	\$12 102
Long-term Liabilities	\$0	\$0	\$0
TOTAL LIABILITIES	\$9 482	\$10 792	\$12 102
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
TOTAL CAPITAL	\$189 360	\$222 190	\$255 020
TOTAL LIABILITIES AND CAPITAL	\$198 839	\$232 978	\$267 117
Net Worth	\$182 060	\$226 240	\$270 420

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%
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.

	Year 1	Year 2	Year 3	Industry Profile
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.
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.

Want to make it more presentable?

Want help tips on each section?

You'll save time and can write your professional business plan effectively and faster with Upmetrics' business plan software.

- Every feature you need to convert your great business idea into a reality.
- Write your plan easily and faster without any hassles.
- Structure your idea and create stunning pitches that awe your investors.
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