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Business Essentials

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Mighty Devil's Ice Cream Shop™

Ice cream is a delicious frozen treat that is made from dairy products. Traditional ice cream contains milk, cream, sugar, natural flavors and eggs (though not always). It is served as a frozen dessert or even a snack. It comes in many different flavors and can be topped with a variety of different toppings such as: caramel, chocolate, strawberry, or even sprinkles. Ice cream shops are usually very laid back and people of all ages visit them.

What will we produce?

Mighty Devil Ice Cream Shop will offer different flavors of ice cream such as: vanilla, chocolate, strawberry, butter pecan, and cookies and cream. Our shop will also offer provide a variety of different toppings such as: chocolate syrup, caramel syrup, peanuts, sprinkles, and whipped cream. Many people love being creative when it comes to topping their ice cream. Although some people love many different toppings and ice cream flavors, we are only providing the most popular flavors and toppings.

Who are our competitors?

A huge competitor of ours will clearly be the cafeteria and vending machines. Another competitor of ours will be students bringing desserts from home. Students also get cheap ice

cream cones or sundaes from outside restaurants such as McDonald's and Dairy Queen. We will also consider them as our competitors.

Why is our product needed?

Has your parents ever told you to eat your food before you dessert? The Mighty Devil Ice Cream Shop will be a table set up during all lunches that will provide students with the opportunity to have a little dessert after their lunch. Many people would love the opportunity to have a dessert at school. Vending machines provide candy and other desserts but nothing like the Mighty Devil Ice Cream Shop. This business will satisfy plenty of students and staff.

How much will our product cost to produce?

Our business is providing five popular flavors of ice cream. Our prices will vary if students and staff will choose to put toppings of the ice cream or not. Below is a chart indicating the production cost of products that the Mighty Devil Ice Cream shop is offering.

Ice Cream (Per scoop)	Production Cost
2 scoop	\$0.57
3 scoops	\$0.84

Toppings (Per serving)	Production Cost
Whipped cream	\$0.09
Sprinkles	\$0.21

Chocolate syrup	\$0.11
Caramel syrup	\$0.17
Granulated peanuts	\$0.22

How many people will we need to run this business?

Our business will consist of 10 employees. This will include 2 people working each lunch session and there are 5 total lunches here at Loganville High School. Volunteer workers will help us run this business for 1st, 2nd, 3rd and 5th lunch. During each shift, one person will be in charge of working the cash box and one will be in charge of scooping the ice cream for our customers. The Mighty Devil's Ice Cream Shop will be open from the beginning to the end of each lunch located in the cafeteria.

What physical materials will we need?

The Mighty Devil's Ice Cream Shop will consist of a table set up in the cafeteria. Since we are selling frozen treats, we will need a mini freezer to keep our products cold. We will also need cleaning supplies to keep our business successful. We also provide plastic spoons and plastic bowls for the distribution of our product. We will expect our customers to be considerate of the school and distribute waste into the cafeteria trash cans. These are things we will need to make this business successful. Below is a chart indicating the prices of all items we will need for our business.

How much money will we need to get started?

Item	Quantity	Price
Mini freezer	1	\$133.00
Table	1	\$38.88
Cash Box	1	\$12.00
Ice Cream	1	\$86.50
Utensils	1	\$7.90
Bowls	1	\$13.38
Toppings	1	\$52.68
Ice cream scoop	1	\$6.97
Cleaning products	1	\$5.94
TOTAL:		\$357.25

How much profit do we expect to make?

We will be selling two different sizes. We will be selling a regular size, which will consist of 2 scoops. Also, we will sell a large size, which will consist of 3 scoops. We will sell the regular size for \$1.00 and the large size for \$2.00. We will also charge \$0.50 extra for each topping customers wish to add. If we sell to an average of 26 people per day, we estimate that we will make \$195.00 a day. This is selling 25 regular ice creams and 25 large ice creams, not including toppings people wish to add. We estimate that we will make about \$5,850.00 a month and \$58,500.00 a year.

What challenges to do anticipate?

Starting a business is very risky as it comes. Some obstacles that might get in our way are outside restaurant competitors. Also, many young adults have common allergies to peanuts, and chocolate, etc. This will be a challenge since our products consist of these items. Other obstacles we may face are that lunch periods at this school are fairly short and students may not have enough time to consume a meal and a dessert. Since we are choosing to run this business during all lunches, volunteering individual workers will also be a little risky.

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