



## Mighty Devil's Ice Cream Shop™

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### What will we produce?

- **Different flavors**

- Chocolate
- Vanilla
- Strawberry
- Butter pecan
- Cookies and cream

- **Toppings**

- Chocolate syrup
- Caramel Syrup
- Peanuts
- Whipped cream
- Sprinkles

## Who are our competitors?

- Cafeteria
  - Salad bar
- Lunch from home
- Vending machines
- Outside restaurants
  - McDonald's
  - Dairy Queen



## Why is our product needed?

- Dessert
  - Complete meal
- Satisfying
- No ice cream at school
- Change

## How much will our product cost to produce?

- 5 popular flavors
- Toppings

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?

- 2 workers per lunch
- Volunteers
- 1<sup>st</sup> person
  - Cash box worker
- 2<sup>nd</sup> person
  - Scoops ice cream



## What physical materials will we need?

- Mini freezer
- Table
- Cash box
- Ice cream
- Utensils
- Bowls
- Toppings
- Ice cream scooper
- Cleaning products

## How much money will we need to get started?

- \$357.25

Item	Quantity	Price
Mini freezer	1	\$133.00
<b>Table</b>	<b>1</b>	<b>\$38.00</b>
Cash Box	1	\$12.00
<b>Ice Cream</b>	<b>1</b>	<b>\$88.50</b>
Utensils	1	\$7.90
<b>Bowls</b>	<b>1</b>	<b>\$13.38</b>
Toppings	1	\$52.68
<b>Ice cream scooper</b>	<b>1</b>	<b>\$8.97</b>
Cleaning products	1	\$5.94
<b>TOTAL:</b>		<b>\$357.25</b>

## How much profit do we expect to make?

### Daily:

- \$195.00

### Monthly:

- \$5,850.00

### Yearly:

- \$58,500.00



## What challenges do you anticipate?

- Outside restaurants/competitors
- Common allergies
- Short lunch
- Volunteer workers

Thank you for your time !

“We so Icy Mane ”

