

Cherry on Top Ice Cream Shop



CERRY ON TOP
ICE CREAM SHOP

Cherry on Top Ice Cream Shop – Business Plan

Report:

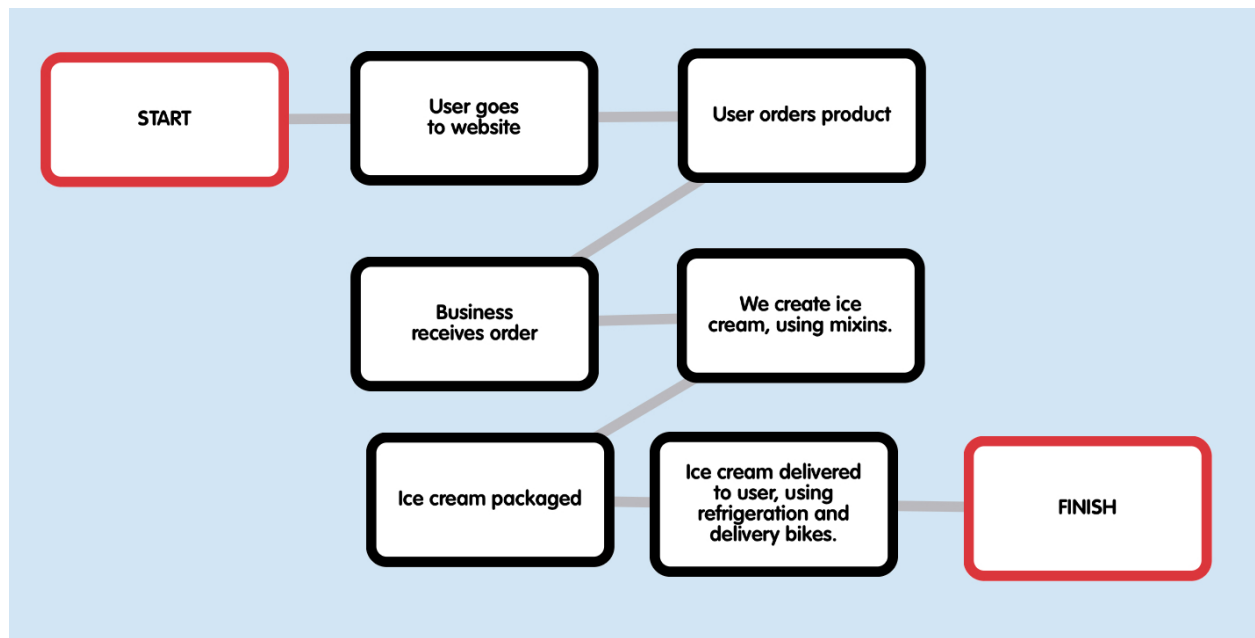
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Concept Introduction

Cherry on Top Ice Cream Shop
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Cherry on Top Ice Cream Shop is an online ice cream shop that can mix in different flavours, lollies and chocolates. We will have a website that you buy a product from, and we would deliver it to your door in an esky or cool bag that can attach to a bike or motorbike. The way the website works is you pick your base flavour, like vanilla or chocolate and we can mix in other flavours, like salted caramel and fruity flavours. We would have a group of flavours that you can mix from, so you can mix any flavour we have with another that we have. We would then, if you want, mix in your choice of chocolates, lollies and other toppings. We'd use a cold plate to cut up the chocolates and mix them in so the ice cream doesn't melt.



This is a flow chart of how our business works.

Our customers need it because we are the only people on the market that mix different flavours and toppings and deliver it to your door. We offer the joy of eating ice cream and relieve the stress of not having to go to a shop or ice cream place to buy ice cream.

We chose this concept because it seemed fun and creative, simple idea that nobody has tried to bring to life. We thought about doing an ice cream shop but that wasn't really a gap in the market but then we thought about how to make the ice cream shop different, and we realised that doing an online ice cream shop hadn't been done before, so we chose to do that.

Market Research

1. What is your favourite type of flavour of ice cream?
Chocolatey, fruity, sweet, sour
2. How often do you eat ice cream?
Open ended
3. Do you tend to eat ice cream at night time or during the day?
Daytime, Night-time
4. Would you prefer having ice cream delivered or going out for ice cream?
Delivered, Going out
5. Do you like lots of toppings?
Open ended
6. Do you prefer the toppings on top or mixed through?
On top, Mixed through
7. Do you like eating ice cream in a cone or without a cone?
Cone, No cone
8. Do you like original flavours (chocolate, vanilla, strawberry) or wacky flavours (peanut butter and jelly, raspberry and strawberry twist, mango and pineapple swirl)?
Original, Wacky

The name of the app that we chose is Survey Monkey.

We chose this app because it is simple and easy to use. It is also very quick to put a survey together. Survey Monkey was better because it was not only easy for us to use but also easy for the surveyors to put in answers and know what to do. Compared to other sites, Survey Monkey is incredibly simple.

Our Feedback:

- Don't group the flavours, instead ask what their top three are
- Use a mixture of multiple choice and open-ended questions

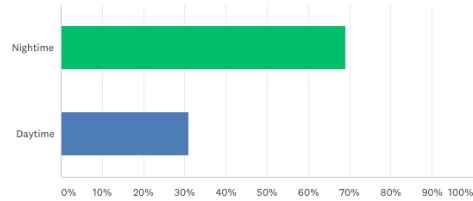
After receiving this feedback, we edited some of the questions to reflect what our feedback told us to do. The results of some of our survey is pictured below:

Q3

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Do you tend to eat ice cream at night time or during the day

Answered: 58 Skipped: 0



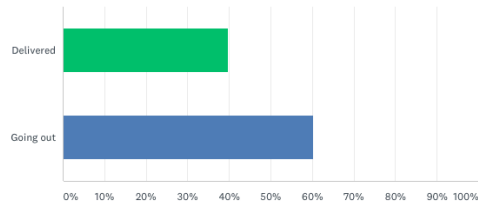
ANSWER CHOICES	RESPONSES
Nighttime	68.97%40
Daytime	31.03%18
TOTAL	58

Q4

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Would you prefer having ice cream delivered or going out for ice cream

Answered: 58 Skipped: 0



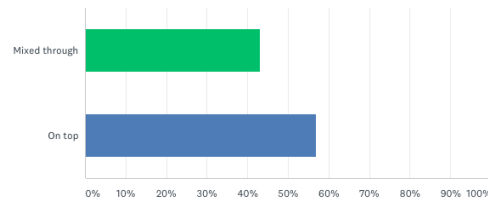
ANSWER CHOICES	RESPONSES
Delivered	39.66%23
Going out	60.34%35
TOTAL	58

Q6

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Do you prefer the toppings on top or mixed through the ice cream

Answered: 58 Skipped: 0



ANSWER CHOICES	RESPONSES
Mixed through	43.10%25
On top	56.90%33
TOTAL	58

We got a lot of people saying they wanted wafer, waffle or chocolate waffle cones or ice cream in cups. The results also showed people like between 1-3 scoops and that people also like either no, or a few toppings. There were differing amounts of people who like to eat lots of ice cream and people who like it once in a while. The graphs showed that they like going out for ice cream but also would like it delivered to them.

The results also showed that most people like ice cream at night time and that around the same amount of people like the toppings mixed through and not on top. The different ice cream flavours that people chose as their favourites were:

Banana	Lemon
Berry	Liquorice
Candy Wonderland	Macadamia Nut
Cheesecake	Mango
Cherry Ripe	Marble Crunch
Chocolate	Mars Bar
Cinnamon	Mint Choc Chip
Cookie Dough	Nutella
Cookies and Cream	Passionfruit
Dark Chocolate	Peach
Dutch Chocolate	Peppermint
Ferrero Rocher	Raspberry
Golden Gaytime	Rocky Road
Hazelnut	Salted Caramel
Hokey Pokey	Snickers
Honeycomb	Strawberry
Jaffa	Sugar Free Chocolate
Lavender	Vanilla

We will probably save money and start working from 12pm onwards. We will also make sure we include those flavours of ice cream and will do ice cream sizes from 1 scoop to 3 scoops. We also will have a store later down the track if we are successful with our online business.

Finances

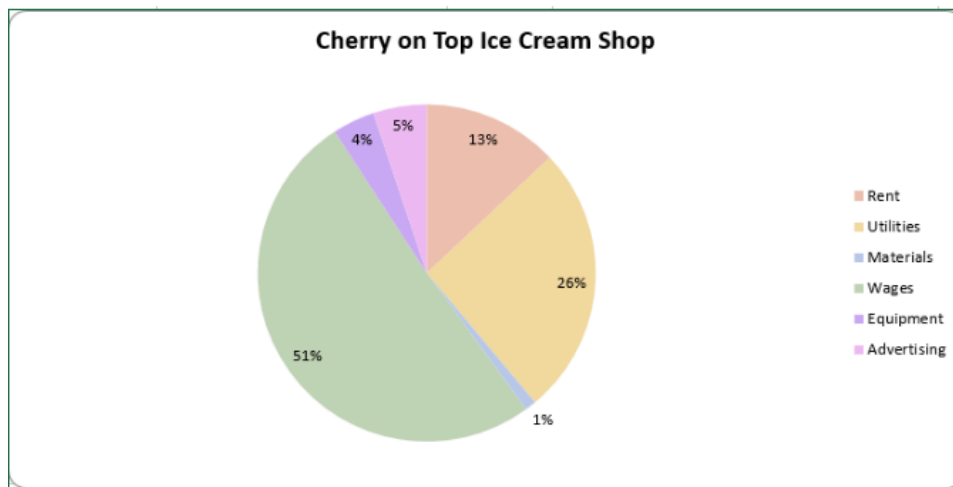
Table:

Category	Tips	Percentage	Explanation
Rent	Rent will need a high % if you need a very large space for your business, and a low % if it is a small shop. If it is an online business only, 0%!	13%	We need a warehouse / place to store our ice cream, we are looking at this one: https://www.commercialrealestate.com.au/property/7-alfred-street-blackburn-vic-3130-11990422 . It costs \$58,000 per year
Utilities	This includes things like gas, electricity, water. If your business will require a high amount of these things, you will need a high % here.	26%	I have researched that energy costs about 30 cents per kWh, and we found that the bike took about 0.5kWh, so, if we were to run it 10 hours a day, 7 days a week, 4 weeks a month, it would be 140kWh, which would cost roughly \$42 a month, and if we had 4, it would be \$168 a month. the freezer takes 0.28kWh according to their website, (link below, in equipment section) and if we were running it 24/7, 30 days a month, it would be 1411.2kWh, which would cost \$423.36, and if we had 2 of them it would cost \$846.72 a month. If we were to add more for things like lights, and other things, it would cost: \$1200 a month
Materials	This includes materials you will require to make or create your product. This will be a high % if your product/service is very technical and is made of	1%	We need ingredients to make our ice cream, but most ingredients in ice cream (cream, sugar, chocolate, etc.) is relatively cheap, so we will spend \$500 a month on it
Wages	If you require lots of staff to run your business this will need a high %. If you plan to run your business with your partner and less staff, this can be a lower %	51%	According to https://www.payscale.com/research/AU/Job=Delivery_Driver/Hourly_Rate , if we have 4 delivery drivers, if they get paid the minimum they have to a year, it would be \$142184 a year. According to https://au.oneshiftjobs.com/blog/chefs-how-much-should-you-pay-them-1680/ , chefs get paid a minimum of \$35000 a year, so if we had 4, it would cost \$140000 a year for all of them.
Equipment	Any equipment like a car, machine, sets of computers or furniture. This one could be expensive!	4%	Our freezer costs \$1209 according to https://www.restaurantequipment.com.au/polar-chest-freezer-598ltr.html?gclid=Cj0KCQjwzK_bBRDDARIsAFQF7zOx7F7-mcxSE16wJhLhEdOzqHk2pHx42MHkCVMGJVx1ZAFpRAVL9zQaAuXJEALw_wcB , and we will have 2 of them, making it cost \$2418 for the freezers. We also have Tonelli Zippy Delivery Scooters, which cost \$3500 each according to http://www.scootersales.com.au/scooters-387/tonelli/zippydelivery.aspx , and we will get 4 of them, making it \$14000. These scooters are also electric. The eskys will cost \$250 dollars each, according to https://www.bunnings.com.au/esky-arctic-pro-rugged-cooler-50l_p3192324 , so we will get 4 of them, costing \$1000. When all of these costs are added up, it costs \$17418, but this is a one time payment. If we spend other money on other things, containers, scoops, etc. This may cost \$22418
Advertising	Don't be cheap and unheard of. People don't know who they can't see. Be seen EVERYWHERE!	5%	This amount rounds it to a nice number, and advertising can cost a bit if you want to get your name out there a lot.

NOTE: These numbers are rounded, meaning it shows up as adding up to 99%, the actual amount for each is:

- Rent: 12.972972973%
- Utilities: 25.9459459459%
- Materials: 1.08108108108%
- Wages: 50.843963964%
- Equipment: 4.03927927928%
- Advertising: 5.11675675676%

Pie Chart:



Competitors

Our Main Competitors:

- Cold Rock (the actual ice cream)
- Foodora (food delivery service)
- Uber Eats (food delivery service)
- Deliveroo (food delivery service)

Our business is different because we don't just sell ice cream, we deliver it. Because we aren't a real store, we don't have to pay as much rent as other businesses. Our ice cream will be more creamy, delicious and have better quality. We deliver our ice cream making us more profitable during a bigger range of times during the day, not just in the afternoon. We would be better to deliver ice cream than Foodora, Uber Eats and Deliveroo because we deliver in cool bags, eskies etc. so the ice cream doesn't melt.

Advertising

To get our business up and running we will be needing advertisements, so people know who we are. We think that we will use social media ads, as they are very widespread and companies like google offer personalised ads so your ads go to a targeted audience. We used the app ArtStudio to make these advertisements, as it was easy to use and accessible.

An example of a social media ad is:



Here is an alternate banner ad:



Conclusion

In conclusion, our business will succeed because we have very limited companies that do what we do, as we offer refrigerated delivery of our ice cream, which can have whatever mix-ins you want in it. We have found through our market research there is a market for delivered ice cream, our finances are well planned out, and we have a plan for our marketing.