

What the business is about

Optimum Ice is a premium Ice machine rental company that supplies the customer with a commercial ice machine on their premises for a reasonable monthly rental fee. This solution frees up capital for the client to grow their business in other necessary areas. We offer a fully inclusive maintenance plan with two services included per year. This solution is hassle free for the client by evening supplying the client with free breakdown ice. Optimum Ice supplies a range of Ice machine depending on the requirements of the client.

Our target market

We provide solutions for bars, restaurants, cinemas, sports clubs, hospitals, catering companies, hotels, ice suppliers and wine farms to name a few. We currently operate in Cape Town, Western Cape, South Africa

Business objective

The Objective of Optimum Ice is to provide clients with an onsite ice solution that saves them time and money. The solution locks the client in for 5 years therefore you have a constant client and with providing the client with excellent service they will continue to use our ice machines for years after the contract ends.

Buyers Persona

The ideals client of Optimum Ice is someone or manages an establishment that requires Ice on a regular basis. Someone who would prefer not to think about ice but have the peace of mind that there is always ice. Someone who wants to grow their business and doesn't want to spend a fortune buying a new ice machine.

Go to Market Strategy

Optimum Ice will use various mediums to market itself. We are branding various vehicles that create awareness when stuck in traffic, branded apparel for patrons of the establishments that we are targeting. Digital marketing we are going to use email marketing as it is cost effective and we should reach many people. Facebook and Google paid adverts to create an online brand awareness in the form of search and display ads. Blog posts on our website that is updated weekly to allow bots to assist with SEO's and use backlinks from other sites to bring traffic to our site

I will be using Digital marketing to get found by people who are in the industry. I will using mailchimp to send out weekly newsletters with information on water saving, events in Cape Town and new specials that we offer. I will also be using Facebook Marketing to get people to be aware of my Business and get display ads to show on peoples timeline in the relevant area. I will also be using Twitter to post topics and specials for my business. Google

adwords will be used to allow people to search for my business on google when I bid for certain keywords.