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Communication & presentation skills

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A Sample Ice Cream Business Plan
(Master's Ice Cream Bar)
By Ashfaq Ahmad

Executive Summary

Master's Ice Cream Bar will serve nutritious ice cream along Besham KPK. This startup aims to establish an authoritative brand in Besham by offering the best ice cream scoops in the town. Besham is considered a prime location for the business due to its predominantly youthful population with disposable income. The business will build a brand around an exceptional quality and affordability of its products. The product branding will be aimed at creating prestige around the product yet still affordable for the target market. we project that the business will generate approximately four million shillings in revenue within the first year.

1.1 Our Mission

Our chief aim is to provide prestigious, rich and nutritious frozen dairy product from natural, fresh, and creamy ingredients.

We aim to respond to our customer inquiries promptly.

1.2 Our Objectives

Our objectives are to:

- Achieve more than four million shillings in sales revenues during the first year of operations.
- Increase annual sales in the second year by 50% or more over the initial year.
- Increase our brand awareness to reach more than 150000 residents within the first half-year of operations.
- Establish our business as the ultimate frozen dairy store in Besham.

1.3 Our Pillars of Success

Our pillars of success include

1. Highest quality products.

2. Maintaining and growing relationships with customers to generate new and repeat sales.
3. Reliance on professionals who will bring creativity and innovation into the business. This will help us stay ahead of our competition.

Company Summary

Master's Ice Cream Bar will buy high quality frozen dairy products from ABC Company in Shangla. However, in future, we are looking at manufacturing our own frozen dairy products to control all the quality parameters.

Once we have received the frozen products, we will use our freezers to bring down the temperatures and maintain the low temperatures to preserve quality. We will add fruit flavors to differentiate the product and create our prestigious brand.

Our ice cream servings will be dressed with fruit salad and displayed in attractive display units.

We chose Battagram Avenue due to the heavy traffic it has, which will increase our exposure in the market. This will help us cover the high rates for business spaces in the area. We are only competing with supermarkets that sell take-away frozen dairy products.

Our customers are primarily young people ages 18-25, and families who have pre-teen children.

2.1 Start-up Summary

This business will need one million shillings to fund inventory, licenses and other initial expenditures. The equipment and premise improvement will cost 2.5 million shillings and an additional 400,000 shillings will cover the legal fees.

2.2 Company Ownership

Ashfaq Ahmad will own the business with one or two more additional shareholders.

Ashfaq will retain majority shareholder position in the business.

3.0 Products

. The products will be made from under the highest standards of hygiene and food safety codes. Most local population get the all too common chocolate, strawberry and vanilla flavor ice

creams. We aim to create more options for the consumers. Customers can choose their own flavors of frozen yogurt through self-serve (original tart, vanilla, chocolate, strawberry, mango, peach etc)

Here is a list of some of our products:

Frozen Custard

- Has a rich flavor due to its egg foundation

Whims cream ice

- Very tiny crystals for a textured mouth feel. (with custom flavor)
- Made from sweet low-fat cream
- No egg foundation used
- Real fruit concentrate

Advantages of our products

- Carefully prepared from low-fat products and minimal sugar to reduce the amount of calories in your diet
- Contains essential minerals and vitamins such as protein, potassium, B vitamins thiamine, riboflavin, B6 and B12
- Presence cultures will help those with lactose intolerance
- Better than other frozen dairy products in the market because we have made this product with you in our mind.
- 4.0 Market Analysis Summary

Our ice cream business plan is targeting Besham KPK. This town is teeming with more than 1.5 million residents, majority of whom are university students and young working families and business owners. We have broken down the overall demographics for our target market as follows:

- 9% of the population are people over 65
- 23% are people between 45 and 64
- 27% are people between 25 and 44
- 26% are people between 18 and 24
- 25% of the population is under 18
- The median annual income for the working class person in Besham is 300,000 shillings

4.1 Market Segmentation

18-24 Year Olds

This group forms the bulk of our target market with disposable income. These are either single or college going, or they are freshly employed.

Young Families

They have young babies with sweet teeth. Parents have few options but to get their children what they need.

Young families also prefer specialty joints such as an ice cream joint since it costs less than a restaurant and the parents can freely walk in with their children unlike in a liquor bar where minors are restricted.

We will also occasionally invite primary school children from within the area to come to our premise and see how we make our products. That way, they will develop interest in our products and remain loyal. Our main job is keeping him happy to spend his money with us.

Other Customers

Occasionally, those over 35 will want to have a nice place to treat their visiting friends and business associates. We are offering them an opportunity to walk into our premise and enjoy our pro-life treats as they discuss their businesses.

4.3 Industry Analysis

The dairy industry in Besham contributes over 30 percent of agricultural GDP, which contributes 10 percent of the national GDP. Frozen dairy products contribute 18 percent of the total dairy income. We have supermarkets as our major competitors but as we have noted in prior, we have a stronger competitive edge over them in the local market.

4.3.1 Competitors

Luckily for us, we do not have a specialist ice cream joint as an established competitor. We aim to go into the market and claim our rightful position as the pioneers. We will lead uncharted waters and create an experience for our customers. Master will be the only brand that comes to mind whenever one thinks of frozen dairy products.

5.0 Strategy and Implementation Summary

Master is committed to creating an experience that will surpass our customer's expectations in terms of customer service and product quality. The competitive edge will set the brand above all competition and be a point of reference to many other startups in the country. We aim to increase our brand awareness among the local community and expand to other parts of the country through franchising. We aim to offer our customers a service that they cannot resist; if they think about how we treat them, they come again.

5.1 Competitive Edge

Here are our competitive advantages:

- Our snacks are of the highest quality, creating prestige yet still affordable.
- Exceptional customer service. Our customers can eat at our joint or take away their frozen snacks.
- Prime location within town.
- Involvement in local activities will make our customers have more faith in us and set us ahead of our competition.

5.2 Milestones

Contact for a personalized ice cream business plan that will analyze your unique market. I will also add information about the other crucial sections including:

- Marketing Strategy
 - Sales Strategy
 - Forecasting Strategies
 - Management
 - Staff Plan
 - Financial Plan
 - Business Assumptions
 - Break-even Analysis
 - Profit and Loss Projections
 - Cash flow
 - Balance Sheet
 - Business Ratios
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