

SubZerolce (Liquid-Nitrogen Ice Cream): Business Plan

Main document (approximately 20 pages):

Executive summary

SubZerolce is an innovative business aimed at providing ice-cream in a more personal, novel and exciting way. What sets us apart in the market is that our ice-cream is made using liquid-nitrogen as the freezing agent, providing customers with a fantastic visual display as they await their ice-cream. In addition our ice-cream is made in front of our customers using the ingredients they choose. Our focus is not only to provide great tasting ice-cream but also to provide our customers with an unique and memorable experience. We hope that our appealing laboratory-themed stalls will soon be seen in many tourist locations and at large events throughout the UK.

- Stalls which provide liquid-nitrogen ice cream to tourists
- Entertainment factor (attract customer not only using product but also with how it is presented)
- Healthier than normal ice cream
- Freshly made in front of customers
- Festivals, large events, tourist location

Vision statement

- Become dominant provider of ice cream at tourist locations and large events
- Branch out into other countries after enough profit is made
- Revolutionise the ice-cream market, not only by our products but through the way it is sold.

We believe that..

Our vision for the future is to become the dominant provider of ice cream at tourist locations, festivals and other large public events. We strongly believe that our

Change to focus from food to experience...

We hope that our novel approach to ice-cream will revolutionise the market.

Management team

Tim Gates - CEO and Founder

Initial idea

Tim has over 10 years experience working in the liquid nitrogen sector. During his career he has worked in very cold places which should translate well into our business model which in itself is very cold. The idea for liquid nitrogen ice cream came to him while eating a bowl of liquid nitrogen. He accidentally added some ice cream to the liquidised gas and found the new flavour rather distasteful. However he thought that some muppets would probably buy into it as an idea as it sounds new and interesting. He is very devoted to the concept.

Ben Homer - Managing Director

Search for business partners, seek capital, stakeholders etc

Ben has a wealth of experience in managing directors. In the past he has managed illustrate names such as Spielberg and George Lucas.

Martin Sidery - Financial Director

Financial summaries

Martin has substantial experience with managing the finances of large-scale businesses. He has a vast array of experience having previously worked in the banking sector and also with several smaller businesses that he helped to make a success financially.

He is particularly skilled in the chocolate coin markets as well as cornettos.

Jon Watson - Director of Ice-Cream

Jon has years of experience in directing ice cream. Over the past few years he has led several, high-profile teams consisting of ice cream based products. He has worked with many flavours but his experience mainly deals with mint choc chip and rum and raisin. Jon also has minor experience in implementing a butterscotch flavoured workforce architecture amongst frozen yoghurt based teams.

Graham Lyon - Marketing and Customer Relations Director

Marketing campaigns, giving feedback from customers -> lead to change

Graham has worked at the cutting edge of people interaction for years and will bring a wealth of experience in human interaction to the team.

Although Graham often comes across as shy and modest person, he is in fact a very skilled negotiator as well as having incredible time management skills.

Conor Nevin - Production Manager

Ensure product is delivered to highest quality, have sufficient resources to do so.

Conor is often first into the office in the morning and is fully devoted to the cause while there - spending absolutely no time on imgur. He has a wealth of experience in the liquid helium omelette industry that should translate well into our developing sector.

Introduction to the market

- Why this opportunity arose? Current market state

In tourist locations or at large events people want to experience new things.

- Start off with a few stalls at large events

- Advertise heavily to draw attention
- Focus on our brand and how customers perceive us

Products and services offered

- Liquid-nitrogen ice-cream in various flavours. Customer can customise their ice cream.
- Entertainment
- Possibly similar products such as liquid-nitrogen slush

Marketing plan – summary of detailed plan including

prioritisation

- customer retention not main concern, as purchase is likely to be a one-off novelty buy by tourists
- all ages

validation

offers

- gift cards, buy 2 get one free offers, special offers on specific days/specific events

routes to market

Revenue model

Resource, cost and implementation plan Including headcount plan

Product and systems development plans

Partnership plan

Capital requirements

- Main capital required to purchase liquid-nitrogen holding tanks and decorated stall-fronts

Business opportunities and risks

Pro-forma financial projections

- 5 litres liquid-nitrogen = 4.5 liters of ice cream

Risk analysis

- Aim to start fairly small
- Judge initial progress and popularity
- Decide where to take the business from there

Supporting documents (as many as possible):

Company information – bankers, accountants, solicitors

Current business operations

Letters of intent – with respect to pending agreements and contracts

References and endorsements – clients, suppliers, partners