

OVERVIEW

Roll & Roll Ice Cream is the World-famous ice cream style that is innovative in the making, superb in the look, attractive in the wide variety of choices. All ingredients used are 100% natural with no artificial flavors. Customers can enjoy watching the preparation live and can choose their own ingredients & garnish.

PROBLEM

This ice cream hits many states in USA last year as in New York, California, gets a lot of popularity in many places but not in South Florida yet, and the goal is to launch it and introduce it in South Florida.

MARKETING STRATEGY

Is to sell a combination of experience by showing the costumer the process of making a unique new style of ice cream and delicious taste.



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OBJECTIVES

Is to sell 2000 ice cream rolls in the first half of 2018

TARGET MARKET

- Families live in South beach Miami
- Parents
- Tourist in south beach
- High school students

COMPETITORS

Baskin Robbins:

Baskin-Robbins secret menu items are based around ice cream toppings. Simply they have the flavors and you have the options, you just need to mix and match in order to create something a little different.

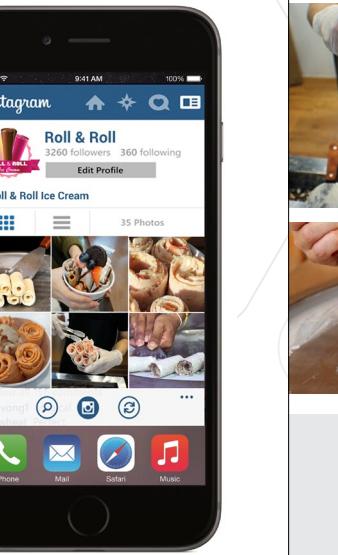
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Häagen-Dazs®:

Häagen-Dazs® in 2016 begins phasing out GMO ingredients from its products and sets a goal to transition out all GMO ingredients from every flavor. Flavors made with no GMO ingredients include vanilla, strawberry, rum raisin and much more.

EXECUTION



Instagram



Website



Billboard



Branded Car

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