

# CREAM CITY

**Owner's name: AKWASI AMOAKO SARPONG**



## **DESCRIBE YOUR BUSINESS:**

Cream City, is a business that primarily sells ice cream made from milk which is a great source of protein and some vital vitamins. Cream City has been in operation for the last six months with our stand situated at Republic Hall, KNUST - Kumasi. Our setup commences at 3 pm and ends at 11 pm which is a more favorable duration for students to release a bit of stress and also get vital vitamins in the body system. The growth of the business and the quality of our services and products have attracted most KNUST students who are even situated off-campus. Some students travel as far as 5km just to grab our yummy, rich, and

tasty ice cream. Upon request from our loyal customers, we would like to reach out to the students off-campus in style by making more creamery products as well as establishing a brand with a shop. This is why Cream City would like to seek support of a \$1000 grant to help make this dream come true. This funding will be used to:

**1. Rent a Space Off-Campus:** By establishing a presence and a brand off-campus, Cream City can tap into a large and dynamic student population, offering quality products and services. Creamery products like milkshakes and boba milk tea can be introduced.

**2. Purchase Essential Equipment and Materials:** The grant will allow us to invest in high-quality tools and other necessary supplies to ensure efficient service delivery.

This expansion will not only increase our revenue but also create employment for some students who would want to take a part-time job.

### **EXPLAIN THE PROBLEM.**

Firstly, most students travel long distances to purchase our ice cream and have complained bitterly about that due to the extra money they spend on transport. Then again, ice creams are meant to be enjoyed while relaxing, and because it is a stand most students grab it at their hostels and sometimes, it would have melted before they get there. Lastly, the space available at the stand doesn't allow us to add other creamery products which are mostly requested by our customers.

### **EXPLAIN YOUR SOLUTION.**

To overcome these limitations, Cream City seeks to expand its operations by

renting a space off-campus that is closer to the majority of the students there. This strategic move will provide us with a well-decorated shop where customers can dine in and enjoy their ice cream. Also with a larger and more accessible location, we will attract a new customer

base of students and staff.

By securing the necessary funding, Cream City can invest in essential equipment

and materials, that will enable us to add more quality creamery products to deliver top-notch services and enhance the overall customer experience. This expansion will also serve as a source of employment for students willing to take part-time jobs.

### **BUSINESS MISSION STATEMENT:**

To produce unique, high-quality ice cream flavors using quality ingredients, providing excellent customer service, and contributing to the community.

### **HOW LONG HOW YOU BEEN IN BUSINESS?**

Six (6) months

### **YOUR NET INCOME**

Within a month We are able to make \$663.00 and expenses of \$363.00 and a net profit of \$300 last month.

### **SERVICE OR PRODUCT DELIVERABLE:**

Cream City delivers ice cream services in flavors. These flavors include:

- Vanilla
- Strawberry
- Banana
- Butterscotch
- Chocolate
- Coconut

Variety of toppings including; sprinkles, cookies, wafer rolls, cherries, chocolate chips, caramel,etc.

All these flavors come in 3 cup sizes; small, medium and large

### **DESCRIBE YOUR BEST CUSTOMER:**

As an ice cream stand, My best customer base is teenagers because teenagers love ice cream. For girls, healthy flavors are much more popular. Thankfully, there are usually healthier ice cream options to eat if you are watching your diet. Boys on the other hand, just eat ice cream regardless of their current situation. **Students and University Professionals** are budget-conscious but still desire quality products. They appreciate affordable pricing and efficient services.

## **WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS?:**

**Personalized Service:** We believe in building strong relationships with our clients. With good communication skills, we take time to understand individual preferences and needs, tailoring each service to create a truly personalized experience.

**Quality Products:** We use the best dairy products available on the market to ensure our products are of high quality. Ice creams are mostly perceived as sugary, but with a well-calculated measures of preparation, we are able to create one of the best tasty ice creams with less sugar. Our commitment to quality ensures that our clients are well satisfied.

## **LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:**

- a. Ice Cream Only (Small) - \$1.00
- b. Ice Cream with Toppings (Small) - \$1.33
- c. Ice Cream Only (Medium) - \$1.67
- d. Ice Cream with Toppings (Medium) - \$2.00
- e. Ice Cream Only (Large) - \$2.67
- f. Ice Cream with Toppings (Large) - \$3.00
- g. Extra Toppings - \$0.5

## **HOW DO CUSTOMERS KNOW THAT YOU EXIST?:**

- **Satisfied Customers:** Our loyal customer base is our best marketing tool.

Satisfied clients often refer to friends and family, generating organic

growth.

- **Targeted Advertising:** Utilizing social media advertising platforms to reach specific demographics and interests can help generate leads and drive people to our stand.
- **University Collaborations:** Partnering with the university to offer exclusive discounts or promotions to students and staff can increase visibility and attract a new customer base.
- **University Events:** Participating in events, such as fairs, festivals, or charity events, can help build brand awareness.

### **WHY DID YOU CHOOSE THIS BUSINESS:**

**Low Start-up Costs:** Ice Cream parlor can be relatively inexpensive to set up, especially compared to other types of businesses.

**High Potential for Profits:** With the right location and marketing, ice cream can be an extremely profitable business, most especially with our market base being university students.

**Opportunities to be Creative:** There are endless possibilities when it comes to creating new ice cream flavors and toppings.

**Potential for Growth:** The industry is constantly evolving with new trends and techniques. By staying updated and adapting to changing preferences, we can continue to grow and expand our business.

### **LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:**

- **Satisfied Customers:** Encourage happy clients to refer their friends and family.
- **Targeted Advertising:** Use social media advertising to reach specific demographics and interests.
- **University Collaborations:** Partner with universities to offer discounts or

promotions to students and staff.

- University Events: Participate in local events, fairs, and charity events to increase visibility.

**Insert pictures of your business activities here and give a brief explanation of each:**





PICTURE A PICTURE B





#### **PICTURE C PICTURE D**

**Picture A:** The general setup or stand.

**Picture B:** Cups used to serve customers, as well as available toppings.

**Picture C:** ice cream ready to be served to a loyal customer happy and satisfied with our services.

**Pictured D:** Adding toppings to the yummy ice cream.

**HOW WILL YOU USE THE MONEY?** (Include pictures of the product/Services (s))





Electricity (monthly): \$20.00

Water (monthly): \$6.05

Counter (3): \$113.42

Dine-In Seats and Tables: \$100.23

Milkshake machine: \$22.68

Store Rent (monthly): \$40.00

Permit (monthly): \$17.88

Bench, Plywood Paneling: \$220.44

Shelves: \$47.51

Painting: \$81.92

Fan, Ceiling: \$31.14

Medical: \$14.80

Freezer: \$126.03

Plugs, Extension board: \$105.64

Wiring, Lighting: \$42.24

Signboard (large): 92.32

Stabilizer: \$28.36

Blender: \$13.33

Others: \$3.11

Insert pictures of the income statement here:

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### Income Statement

Instructions: Type your information into the white cells

Your name is: AKWASI AMOAKO SARPONG  
 Business name: CREAM CITY  
 Current Date: DECEMBER 4 2024

Month	9 Months Ago	8 Months Ago	7 Months Ago	6 Months Ago	5 Months Ago	4 Months Ago	3 Months Ago	2 Months Ago	Last Month	Month 1 Forecast	Month 2 Forecast	Month 3 Forecast	Total
Sales revenue	0	0	0	487	569	603	635	651	663	800	885	900	6,193
Total transactions or units sold	0	0	0	221	232	243	209	205	213	220	237	246	2,026
Revenue per transaction or unit	0	0	0	2	2	2	3	3	3	4	4	4	3
<b>Expenses</b>													
Self salary	0	0	0	80	80	80	90	90	90	100	100	100	810
Employee salaries	0	0	0	50	50	50	58	58	58	65	65	65	519
Raw materials	0	0	0	85	90	102	105	110	107	121	137	148	1,005
Store Rent	0	0	0	0	0	0	0	0	0	40	40	40	120
Technology	0	0	0	0	0	0	0	0	0	0	0	0	0
Advertising	0	0	0	2	5	5	5	5	5	5	5	5	42
Transportation	0	0	0	85	88	87	89	80	80	0	0	0	509
Loan repayment	0	0	0	0	0	0	0	0	0	0	0	0	0
Taxes/Fees	0	0	0	23	23	23	23	23	23	5	5	5	153
Other	0	0	0	17	21	5	0	0	0	0	0	0	43
Total Expenses	0	0	0	342	357	352	370	366	363	336	352	363	3,201
Expense per transaction or unit	0	0	0	2	2	1	2	2	2	2	1	1	~
Net Income to reinvest	0	0	0	145	212	251	265	285	300	464	533	537	2,992
Net Profit Margin	0%	0%	0%	30%	37%	42%	42%	44%	45%	58%	60%	60%	

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Instructions: Change the numbers in the income statement below to match your business. Then save it and upload it with your homework at the end of this lesson

	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	651	663	800	885	900	910	920
- Fixed expenses	-176	-176	-215	-215	-215	-215	-215
- Loan payment	0	0	0	0	0	0	0
- Variable expenses	-190	-187	-121	-137	-148	-155	-160
= Profit (or loss)	285	300	464	533	537	540	545
Starting cash	873	1158	1458	1922	2455	2992	3532
Available cash	1158	1458	1922	2455	2992	3532	4077

Insert pictures of the cash flow statement here:

Share about your family and picture here:



I am the only child of my parents (both alive). As a man raised in a Christian home, I value hard work, integrity, and community service. My journey is driven by a deep desire to succeed while bringing joy to others, one scoop at a time.

**CONTACT DETAILS:**

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