

## Vampire Penguin Business Plan

Business name: *Name of LLC, sole-proprietor, incorporation...*  
 Doing business as: *dba Vampire Penguin Elk Grove for example*  
 Contact information: *address, phone number, email, etc.*

### 1) Mission Statement:

To bring friends and families together with shaved snow magic.

### 2) Business information:

Vampire Penguin is a limited service restaurant specializing in shaved snow, tea, and various desserts. Vampire Penguin shaved snow is a unique interpretation of shaved ice. Not to be confused with snow cones, Vampire Penguin shaved snow is light, smooth, and fluffy and gives the satisfaction of ice cream. Vampire Penguin shaved snow has 3-4x less the calories, sugar, and fat compared to ice cream or yogurt per serving. Also, 90% of the menu is non-dairy. Customers can customize their snow by picking from a variety of flavors, pairing them with their favorite toppings, making endless creations, or they can pick from a set of combinations concocted by the Vampire Penguin team.

### 3) Market:

Vampire Penguin's target market are families and family friends, and any individuals looking for an alternative to ice cream or yogurt.

### 4) Expansion strategy:

Vampire Penguin licensed the trade name and operation know-how of Vampire Penguin to \_\_\_\_\_ to operate in their designated non-compete territory located at \_\_\_\_\_ and the radius of \_\_\_\_\_.

Vampire Penguin as a licensor will guide and assist \_\_\_\_\_ in the start-up process, sharing all information, equipment list, and business resources to successfully start and open the licensee's very own Vampire Penguin. Licensee will be trained on daily business operations and will have continued support from Vampire Penguin.

### 5) Start-up Costs:

D)

<b>Pre-construction:</b>	<b>Projected price:</b>	<b>Timeline:</b>
<b>Lease deposit</b>	\$5000	done at lease signing
<b>Architect/engineer</b>	\$5000	take about 1-3 months
<b>Legal paperwork, entity</b>	\$500	1 week
<b>building permit</b>	\$2000	1-2 months to pass
<b>Health Permit</b>	\$2000	1-2 months to pass

<b>Pre-construction:</b>	<b>Projected price:</b>	<b>Timeline:</b>
<b>Fire Permit</b>	\$1000	1-2 months to pass
<b>Business permits and other</b>	\$500	1-2 months to pass
<b>Total Pre-Construction:</b>	\$16000	average time to get done: 1-3 months

II)

<b>Construction:</b>	<b>Projected price:</b>	<b>Timeline:</b>
<b>Plumbing:</b>	\$12,000	2-3 months
<b>Structural:</b>	\$9,000	2-3 months
<b>Electrical:</b>	\$11,000	2-3 months
<b>Mechanical:</b>	\$13,000	2-3 months
<b>Interior design:</b>	\$5,000	2-3 months
<b>Construction cost:</b>	\$50,000	

III)

<b>Equipment list and initial inventory, store signs</b>	<b>Projected price</b>
<b>Three door freezer</b>	\$3,500
<b>Specialty freezer</b>	\$3,000
<b>Chest freezer</b>	\$2,000
<b>Two-door refrigerator</b>	\$2,000
<b>Ice maker</b>	\$3,000
<b>Sinks required by health department</b>	\$2,000
<b>Ice Shavers (2)</b>	\$4,000
<b>Retail sign (per sign)</b>	\$4,500
<b>Initial inventory</b>	\$5,000

Equipment list and initial inventory, store signs	Projected price
Kitchen utensil, tables, shelves, necessary small equipment	\$5,000
<b>Total Equipment and signs:</b>	\$34,000

IV)

Start-up items:	
I)	\$16,000
II)	\$50,000
III)	\$34,000
<b>Total estimated start-up costs:</b>	\$100,000

6) Projected Income and costs:

Conditions:

- payroll is based on roughly 30% of gross sales
- Inventory is based on roughly 25% of gross sales
- rent is based on \$2,500/month
- insurance is based on business liability and worker's comp at roughly \$500/mo
- power, internet, misc utilities and other set at \$1000/mo
- understand that shaved snow is ultimately a seasonal item, spring and summer being the strongest, and fall and winter being slower.

	1st year	2nd year	3rd year	4th year	5th year		5 years total
<b>Income</b>	\$300,000	\$330,000	\$360,000	\$390,000	\$430,000		\$1,810,000
<b>Payroll</b>	\$90,000	\$99,000	\$108,000	\$117,000	\$129,000		\$543,000
<b>Inventory</b>	\$87,000	\$82,500	\$90,000	\$97,500	\$107,500		\$452,500
<b>Rent</b>	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000		\$150,000
<b>Insurance</b>	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000		\$30,000
<b>Power, utilities</b>	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000		\$60,000

	1st year	2nd year	3rd year	4th year	5th year		5 years total
<b>Royalties (4%)</b>	\$12,000	\$13,200	\$14,400	\$15,600	\$17,200		\$72,400
<b>Total costs:</b>	\$237,000	\$242,700	\$260,400	\$278,100	\$301,700		\$1,307,900
<b>Projected profit (loss)</b>	\$63,000	\$87,300	\$99,600	\$111,900	\$128,300		\$502,100

Return on investment based on projected start up costs and projected profits: 1.5-2 years

#### 7) Marketing plan:

Goal of the marketing plan is to reach or go beyond projected income.

- a) social media: facebook, instagram ads, reaching out to local demographic.
- b) create valuable content consistently engaging customers (pictures, contests, etc.)
- c) rewards program, incentive programs (stamp cards, points per visit)
- d) door-door marketing (passing menu brochures and coupons locally)
- e) partnering and donating to non-profits, clubs, organizations
- f) joining schools, churches, community organizations
- g) consistently provide quality goods and services
- h) stay true to the mission state: bring friends and families together with shaved snow magic
- i) increase item offering (coffee, tea, crepes, other desserts tailored to the demographic)
- j) host private events, fundraisers
- k) partner with delivery services like UberEats, DoorDash, to name a few

#### 8) Business management and operation plan:

Goal of business management and operation plan is to meet payroll and inventory budget or to further reduce it.

- a) Licensee and licensee's team has to consider taking up hours to reduce payroll
- b) Licensee/business owner being physically present at the store leads to a more unified team and to encourage each individual to work on their leadership and ways to consistently keep up team morale.
- c) customer service done right. To connect and see each customer as a supporter of your business. Treat them like family and be considerate of their views and expectations as a customer.
- d) Continue to adapt to daily sales, costs, and budgets assigned to marketing, payroll, and inventory
- e) practice Health Department rules on food safety management.
- f) Continuously watch inventory costs against sales costs and shine light on factors affecting the increase/decrease of these costs.
- g) follow Vampire Penguin operational handbook to ensure quality of goods and services.

#### 9) Summary:

- a) It costs roughly \$100,000 to open a fully equipped Vampire Penguin retail store.
- b) Average return on investment is roughly 1.5-2 years.

- c) Licensee will continue to manage overhead costs and meet budgetary goals: 30% of gross sales = payroll, 25% of gross sales = inventory costs. Fixed costs must be strategized and risks be properly managed as they are independent sales.
- d) Licensee will continue to grow and work on their marketing strategy and truly establish themselves as a valuable part of the community. This can be done through community outreach, great customer service, supporting local companies, schools, churches.
- e) Licensee is allowed to grow and complete their menu beyond shaved snow, particularly the drinks and desserts. Licensor will work and strategize with licensee in any menu expansions and its pros and cons.