

# Luigi's Rock Shop

*'Since we started selling soft ice cream it has attracted additional customers into our shop, resulting in increased sales of confectionery and rock, in fact our customer footfall has increased so much that we have recently had to trade up to a larger output ice cream machine*

*We have always been happy with the support offered by Taylor UK*

Hassan Muslimani - Manager

**Name:** ..... Luigi's Rock Shop  
**Area:** ..... Dorset  
**Type:** ..... Sweet Shop  
**Equipment:** ..... Taylor models 150/C706  
**Menu:** ..... Soft Ice Cream Cones  
**Equipment**  
**Installation Date:** ..... Jan 2007 & March 2011

## Soft Ice Cream Cones

### Profit Projection

Selling Price	£1.50
Less VAT	£0.30*
Sub Total	£1.20
Less Product Cost	£0.15**
Profit per Portion	£1.05
Average Daily Servings	50
Nett Daily Profit	£52.50
Selling Days	180

**Nett Annual Profit**      **£9,450**

\*VAT at 20.0% \*\*Retail price based on a 100 gram cone

