

MR SIMMS OLDE SWEET SHOPPE

SOFT ICE CREAM CONES EQUIPMENT: TAYLOR 152

Having decided to introduce ice cream to my popular sweet shop, albeit a little apprehensive at the cost of the investment, I was delighted when, after the first summer season, it's introduction fulfilled my hopes of bringing new customers to the shop.

It's attracted everyone from adults and children to office workers from local businesses, all of which never came to my shop previously.

My sales of ice cream have proved so popular that during the summer I saw a complete return on my investment of the equipment!

Selling soft ice cream has increased footfall to the shop and has made additional profits without the detriment to other product lines.

Mrs Tracy Scanlan - Owner (Franchisee)

PROFIT EXAMPLE - 3.5OZ CONES

<u>SELLING PRICE</u>	£2.00
<u>VAT*</u>	£0.33
<u>SUB TOTAL</u>	£1.67
<u>PRODUCT COSTS**</u>	£0.20
<u>PROFIT PER PORTION</u>	£1.47
<u>AVERAGE SERVINGS PER DAY</u>	30
<u>NET DAILY PROFIT</u>	£44.10
<u>SELLING DAYS PER YEAR</u>	180
<u>NET ANNUAL PROFIT</u>	£7,938.00

*VAT AT 20%

**PRODUCT COST SUPPLIED BY MR SIMMS OLDE SWEET SHOPPE



BUSINESS NAME:	MR SIMMS OLDE SWEET SHOPPE
AREA:	CRANLEIGH, SURREY
BUSINESS TYPE:	SWEET SHOP
MENU ITEMS:	SOFT ICE CREAM CONES
EQUIPMENT:	TAYLOR 152
INSTALLATION DATE:	MAY 2018