



**Brennan Hodge, Neil Adams, and Isabella Mucci**

## **Executive Summary:**

Brennan and Isabella were walking down the street on a hot summer day. It was very hot out so they were looking to go to their nearest ice cream shop to buy some. However, we were tired of all the usual, same tasting ice cream. So we both went to Neil and proposed our idea of liquid nitrogen ice cream. Past that we looked into if there are any other liquid nitrogen ice cream businesses and if it was even feasible. We found one other business and that it is very possible.

We have decided to put our idea into a reality with a mobile truck. While Brennan takes care of all the business related aspects Isabella and Neil are both covering all the sales work. We are also planning to attend some major events in Virginia.

## **Company Description:**

Our company is a team of three with one truck and in the future hope to expand out into more trucks. The people on team is Neil Adams, Brennan Hodge, and Isabella Mucci. Our team is passionate about the business because we combined the two things we loved, ice cream and liquid nitrogen, and made something we really loved by putting it on four wheels. Neil Adams and Isabella bring the customer service aspects of the business while Brennan Hodge does the behind the scenes work in order to make the business run. The business concept is liquid nitrogen ice cream where ice cream is made with the liquid nitrogen. Neil Adams was watching a video on youtube and the youtuber went to this ice cream place that made their ice cream with liquid nitrogen. Our business of course is going to be known for the liquid nitrogen but also offer crazy flavors that our customers will enjoy. Our mission at Nitro-dream-cream is not to serve quality ice cream but it is our dream to serve quality liquid

nitrogen ice cream to our customers. Our Vision as Nitro-dream-cream is to become the largest liquid nitrogen ice cream truck in the nation.

### **Product and Service Plan:**

Our company is only going to have the liquid nitrogen ice cream item but have various flavors. The thing that makes our company unique is that there are many liquid nitrogen ice cream shops but not as much competition in the truck business. We are selling ice cream that is made with liquid nitrogen. Our high quality ice cream comes in many different flavors. We might make normal coffee with liquid nitrogen in the future. Our Menu includes different ice cream flavors such as the ones below.

			
Item:	Price of Small:	Price of Medium:	Price of Large:
Vanilla	\$2.50	3.00	\$4.25
Chocolate	\$2.50	3.00	\$4.25
Strawberry	\$2.50	3.00	\$4.25
Coffee	\$2.50	3.00	\$4.25
Cotton Candy	\$2.50	3.00	\$4.25
Key Lime pie	\$2.50	3.00	\$4.25

Cookie Dough	\$2.50	3.00	\$4.25
Orange Creamsicle	\$2.50	3.00	\$4.25
Mint Chocolate Chip	\$2.50	3.00	\$4.25
Vanilla Bean	\$2.50	3.00	\$4.25
Sherbet	\$2.50	3.00	\$4.25
Birthday Cake	\$2.50	3.00	\$4.25
Cookies & Cream	\$2.50	3.00	\$4.25
Cheesecake	\$2.50	3.00	\$4.25
Butter Pecan	\$2.50	3.00	\$4.25

### **Market Analysis:**

Our main goal at Nitro-Dream-Cream is to attract a more mature audience for our special type of ice cream. According to our target market, our demographic age is 18-40 but kids can still have the ice cream. The geographic location for starting out is going to be the Hampton

Roads area but in the future hope to branch out in more areas. The economic level we are targeting is middle class because quality is put into our product but was still affordable.

### **Competitive Analysis**

Our closest competition are the local businesses like the Blue Bunny Ice Cream Truck, Ben & Jerry's Ice Cream, Cold Stone, and other ice cream businesses in the area. Our product is very unique, therefore, there aren't any other liquid nitrogen ice cream trucks we are competing against. There is another liquid nitrogen ice cream truck like ours that exists in California. Our direct competition is in California so we have little worry according to them. However, we have a lot of indirect competitors that sell ice cream and similar flavors we sell. It is also sold in many locations so that provides an issue with where we will sell.

### **Marketing Plan**

We have strategically placed our price perfectly, so that we bring in more customers from our competitors. Our price will be around \$2.50 for the smallest serving. Also We are a moving business, so we will be moving within Virginia. In the future, we plan to visit major events like, surfing competitions, concerts, and marathons. We plan to create a Twitter, Instagram, Snapchat, and Facebook, so that our loyal followers and customers can find us when we are on the move. We also plan to market our business by making advertisement posters and/or producing commercials.

### **Operational Plan**

Our business is known for making our ice cream with the power of science! We make our Ice cream with liquid nitrogen. Most people will think that it is not safe for your health, but

we make our ice cream with the liquid nitrogen, therefore, you are not consuming the liquid nitrogen. We are a mobile business, not a food delivery service. You can rent us for your events and you can find us around Virginia Beach. Everyday, we will make our ice cream fresh!

### **Financial Plan**

We predict that in a year or in a few months that we'll be progressing positively, but with in the first two weeks we won't getting many customers because people we are a new business. We will be offering delivery. We will need plenty of syrup flavors, a truck, liquid nitrogen, the machines, and trucks. Brennan Hodge will manage the financial records. It takes about 1.16\$ to produce a quart so we are thinking of selling it for about 2.50\$ for a small, 3.00\$ for medium, and 4.25\$ for a large.