

Dessert Bloom

Made with Raw Ingredients!

Dessert Bloom

Business Plan

Fall 2020

Nutrition 404: Food Systems Management

Nicole Hite, MS, RD

Boatman, Katelyn

Bridges, Janeza

Deguido, Barbara

Dominguez, Darlyn

Hewston, Leah

Mendoza, Leslie

Monge, Celina

Ramos, Andrea

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Business Plan Part I

Company Description Team and Organization

Dessert Bloom is a business that values health, happiness, and the overall well-being of the community. We want to promote inclusiveness to everyone who enters our restaurant. We want our customers and employees alike to feel safe and valued. We assure everyone a fun time by allowing employees to be themselves at work. This facilitates our employees to feel at ease and happier to serve every single person who walks through our doors with a smile. Our arcade-style “Fun Zone” is open to both customers and employees. We plan on having upbeat music playing at all times to provide a relaxed and fun atmosphere.

Our choice of business structure is a General Partnership between eight individuals. We have decided on this ownership structure because we are confident in our business’s ability to thrive due to the unique service our business has to offer. The process of beginning the business will be manageable and inexpensive. This process will strengthen our team since we will all be equally responsible for every decision made. We like the freedom it will provide us to make our own decisions. We will also have the opportunity to have our business reflect the style and vision we have agreed on as a team. Although being in a general partnership has its advantages, we are aware of the several disadvantages, which we are willing to risk. By choosing a general partnership we are subject to the principle of unlimited liability. In other words, one partner’s actions affect everyone as a whole.

Dessert Bloom has carefully crafted a menu catered to everyone who wants a sweet treat without guilt or fear of hidden products in the ingredient list. With childhood obesity rising over the years, one of our main priorities is to offer children along with students an affordable and healthy alternative to traditional snacks such as chips, candy, and other junk food options.¹ Dessert Bloom will achieve this by hiring a team that consists of individuals who share a strong passion for fighting childhood obesity as well as a enthusiasm for nutrition. We will have six Certified Dietary Managers with Bachelor’s in Nutrition along with two Registered Dietitians who share the same values of health. There will also be two Assistant positions which will consist of individuals who also have an interest in Nutrition. This position is for those who are looking to expand their knowledge, experience, and passion for health and wellness through food service (Figure 1).

We strive to be an innovative business with a Traditional organizational structure by making teamwork a priority. During team meetings, we want everyone to be willing to share their thoughts with the team. Before meetings, employees will be asked to share an idea, improvement, or accolade. This will improve the work environment because everyone is given an opportunity to actively participate. This in turn will give our employees confidence and make business more enjoyable. We plan on applying a traditional division of labor in which during these team meetings the managers will assign groups of employees to accomplish a task with one another. This will keep people within their groups accountable and help build team spirit.

Products and Services

Dessert Bloom serves healthy desserts made with fresh ingredients. The menu utilizes four basic items as a foundation which include smoothies, fruit bowls, ice cream, and ice cream sandwiches. Our most featured item is our ice cream we make in house. Customers will be given the opportunity to choose a base and then build upon it by adding various ingredients such as fruits, spices and chocolate. The ice cream cost will be dependent on the scoop which will be \$1.50 per scoop and then charged one single fee of \$1.00 for unlimited toppings. Then, for our ice cream sandwiches, the customer will have the option to mix in ingredients for an extra \$1.00 or leave as is. As for smoothies, customers will have the opportunity to choose up to four ingredients or customers can order from two recipes from the menu. Adding more than four ingredients will be charged \$0.50 per item. Lastly, our fruit bowls can always be custom made with the choice of four fruits for a set price (fruits will vary depending on the season) (Figure2). Dessert Bloom plans on freshly making ice cream on a daily basis. We also plan to freshly prepare quinoa bread for our ice cream sandwiches. The quinoa bread will be made throughout the day as needed.

Our business plans to operate like a fast-casual restaurant. Customers can expect to place an order at the counter and the dessert will be ready within minutes.² Dessert Bloom is driven by customer satisfaction. We heavily encourage our customers to leave reviews about our food products. Our flexible menu is designed so customers can have plenty of options to choose from which will guarantee satisfaction. If a customer is dissatisfied with a product our staff will take the time to assist them in finding a better option that suits their dietary preference. Our fruits and vegetables will be locally sourced and seasonal from San Diego Farmers Outlet.³

Operating Plan

The business will be located at 913 Catalina Blvd at Point Loma Marketplace in San Diego, California. This location is within a walking distance to Point Loma Nazarene University. The unit is located on the first floor of the building and the size is 1,420 square feet. The estimated lease is \$33 per year at \$3,905 per month, which amounts to \$46,860 per year. The estimated utility cost is approximately \$716.35 per month, which amounts to \$8,596.16 per year. (See figure 3.)

In regard to our scheduling strategy, we will have a Registered Dietitian coming to work at 7:30 am every day to begin processing the raw materials like the fruits that will be used in smoothies and smoothie bowls. The dietitians will also be responsible for the baking of the quinoa bread and the ice cream. In regard to the rest of the team, everyone (except the assistant positions) has 8-hour shifts and it will consist of cashiering to cleaning to serving. We want to focus on the innovative part of our vision by cross training everyone so that we can all feel free to help each other and work more fluently as a team. Our two assistant positions will be our only “night shift” part-time workers that will be working 4-5 hour shifts to assist in night rush hours. They will be coming in at 5pm and closing with one of the “Leads”. The leads all have one “OPEN” day which indicates us that they are available to go in on that day in case we need the

extra help in the shop (Figure 4). Dessert Bloom operating hours will be Monday- Sunday 10:00am - 9:30 pm.

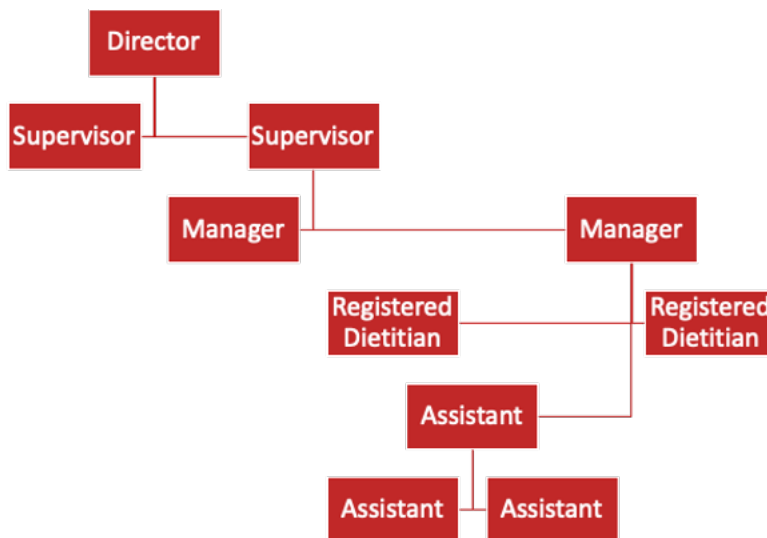


Figure 1: Organizational chart of roles from director down to assistant.

Menu Item	Price	Cost	Profit	Source
Quinoa Ice-Cream Sandwich	\$4.00	\$9.54/ 1batch (\$1.19 each)	\$2.81	San Diego Farmers Outlet
Ice-Cream Cup	\$1.50 / scoop	\$0.32/ 4oz Scoop	\$1.18	San Diego Farmers Outlet
Fruit Bowl	\$3.00	\$1.05	\$1.95	San Diego Farmers Outlet
Berry Coconut Smoothie	\$4.50	\$2.51	\$1.99	San Diego Farmers Outlet
Peach Mango Ice Cream Smoothie	\$6.00	\$4.00	\$2.00	San Diego Farmers Outlet

Figure 2: Price, cost, profit, and source of menu items.⁴

<u>Equipment</u>	<u>Purchasing source</u>	<u>Energy requirements</u>	<u>Cost of Equipment</u>
Soft serve ice cream machine	WebstaurantStore	115V = 350W	2,149.87
Waring BB300 Commercial Bar Blender (2)	Burkett	120V (6.25) = 750W	318
Centarur 54" Freezer	Katom	115V (10.7 A) = 1,230.5W	2,694.00
Turbo Air 26" Ice Cream Dipping Cabinet	Burkett	115V (5 A) = 575W	3,922.73
1 compartment sink	Burkett		303
3 compartment sink	Burkett		549
Frost top	Burkett		5,036.00
Waring Triple Head Drink Mixer	Burkett	120V (3.3A) = 396W	799
Hand sink	Burkett		99.99
True 54" Reach-in Refrigerator	Katom	115V (5.4 A) = 621W	3,790.12
	Total:	820V = 3,922.5	19,661.71

Figure 3: Equipment, purchasing cost, energy requirements, and cost. WATTS= AMPS*VOLTS.⁵

	Sun 09/20	Mon 09/21	Tues 09/22	Wed 09/23	Thurs 09/24	Fri 09/25	Sat 09/26
Director							
Leslie		9:45 AM	9:45 AM	10:00 AM	10:00 AM	1:30pm-10:00pm	1:30 pm-10:00pm
Supervisor							
Katelyn		11:00am-7:30 pm	11:00am-7:30 pm	11:00am-7:30 pm	11:00am-7:30 pm	11:00am-7:30 pm	
Leads							
Celina	9:45am-6:15pm			9:45am-6:15pm	1:30pm-10pm	OPEN	9:45am-6:15pm
Janeza	1:30pm-10pm	1:30pm-10pm	1:30pm-10pm			1:30pm-10pm	OPEN
Darlyn	1:30pm-10pm			OPEN	9:45am-6:15pm	9:45am-6:15pm	1:30pm-10:00pm
Dietitians							
Barbara	7:30am-4:00pm			7:30am-4:00pm	7:30am-4:00pm	7:30am-4:00pm	7:30am-4:00pm
Andrea	7:30am-4:00pm	7:30am-4:00pm	7:30am-4:00pm			7:30am-4:00pm	7:30am-4:00pm
Assistants							
1				5:00pm-9:00pm	5:00pm-9:00pm	5:00pm-9:00pm	5:00pm-9:00pm
2	5:00pm-9:00pm	5:00pm-9:00pm	5:00pm-9:00pm	11:00am-7:30pm			

Figure 4: Work Schedule and staff - Sunday September 20, 2020 - Saturday September 26, 2020.

Business Plan Part II

Market Size and Trends

With the vegan dessert market growing, Dessert Bloom's market size will be expected to grow 5.97 billion dollars within the next few years.^{6,7} As stated in an article by Grand View Research the vegan market was valued at 2.77 billion dollars in 2019 and is only expected to expand from there.⁷ Dessert Bloom's target market is young teens, however, health-conscious individuals, vegans, and those avoiding gluten within their diet are also Dessert Bloom's focus. Our main goal is to help normalize the idea that dessert treats can be healthy and fun. Advocating for healthy desserts can in turn inspire healthy eating habits and reduce the rise of childhood obesity within the general population.⁸ Dessert Bloom also wants to establish a dessert spot that takes various diets into consideration, such as those who follow a vegan lifestyle and more, as options may be limited elsewhere. According to CNN Health Californians rank 4th for healthy blood pressure and 5th for a diet high in fruits and vegetables which shows us that people in our area are continuously trying to find better and healthy options for their favorite desserts.⁹ Actively avoiding added sugar and finding alternatives in exciting ways to incorporate necessary nutrients into one's diet is Dessert Bloom's goal.



Figure 5- North American Ice Cream Market: Revenue in USD Billion, US, 2016 - 2024.¹⁰

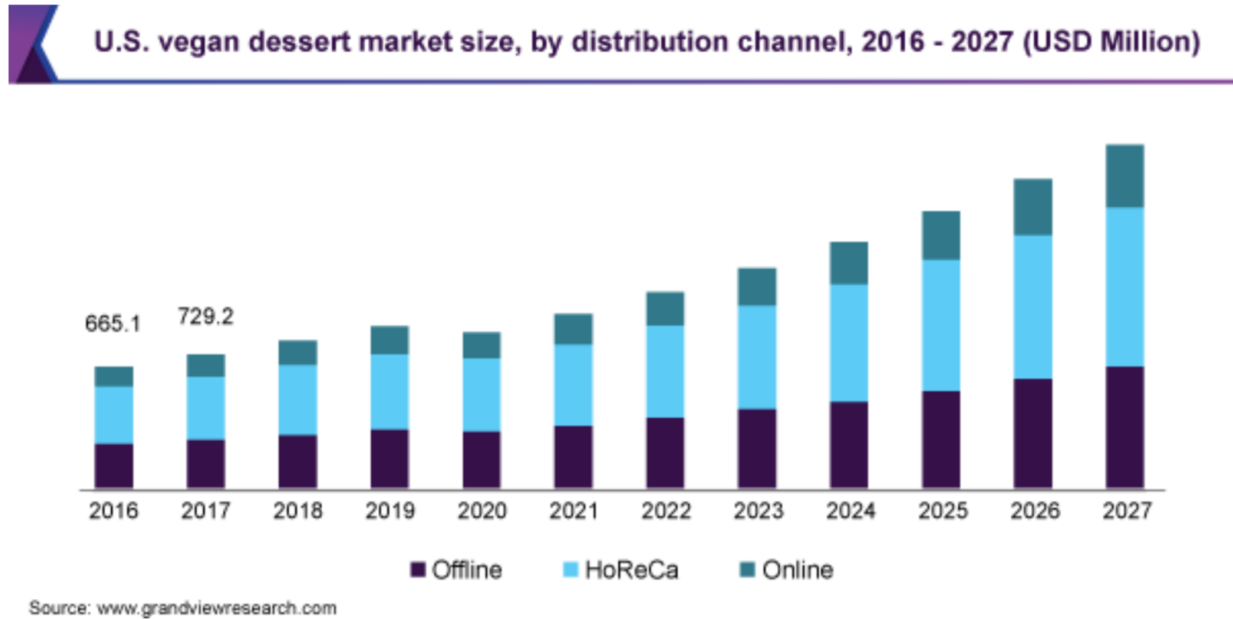


Figure 6: US Vegan Dessert Market Size by Distribution Channel, 2016 - 2017.^{7,11}

Competitive Analysis

Dessert Bloom has the competitive advantage because we have unique features that have not been seen in other businesses in the vegan dessert market. For example, our business offers an arcade area where customers can pass their time as they enjoy their sweet treats. Besides businesses like Dave & Buster's and Chuck E Cheese there is no other business offering the same concept as we are and let alone an ice-cream shop! Our menu was created by a group of nutrition professionals that truly care about the well-being of the consumer. There are not many businesses that can match these standards. The ingredients that we use for our products are straightforward. We do not use any stabilizers, emulsifiers or additives. This means that we have the most hassle-free ingredient list in the market! Although our products are Vegan, they cater to everyone in the community. Our products are inclusive which allows all of our customers with celiac disease, lactose intolerance and health-conscious individuals to have a safe and delicious dessert to enjoy. We are located in the suburbs of San Diego which means that our customers can easily access our business at a walking distance, and we have easy parking for those who come by car.

Frozen Fruit Co. SWOT

<h3><u>STRENGTHS</u></h3> <ul style="list-style-type: none">• Sales through 3 ways (Store, grocery stores, and Ice-cream Truck)• User Friendly website• Easy to order online• Located in LA which is a city with the perfect target audience for the type of market	<h3><u>WEAKNESSES</u></h3> <ul style="list-style-type: none">• Limited flavor options• High fluctuation of demand determined by season• Only have vegan options for people looking for Vegan products -do not offer non-vegan options
<h3><u>OPPORTUNITIES</u></h3> <ul style="list-style-type: none">• Not many competition at the moment• High demand for Vegan products	<h3><u>THREATS</u></h3> <ul style="list-style-type: none">• Possible competitors entering the market since Vegan food is at high demand

Creamistry SWOT

<h3><u>STRENGTHS</u></h3> <ul style="list-style-type: none">• Large variety of flavors and menu items• Includes vegan, dairy, and non-dairy options for customers with different nutritional needs• Various locations all over California	<h3><u>WEAKNESSES</u></h3> <ul style="list-style-type: none">• No health conscious options, all menu items are high in added sugars• High price of items• High fluctuation of demand determined by season
<h3><u>OPPORTUNITIES</u></h3> <ul style="list-style-type: none">• Aesthetically pleasing food and dessert being in high demand for posting on social media• High demand for vegan and non-dairy products	<h3><u>THREATS</u></h3> <ul style="list-style-type: none">• Possible competitors entering the market since Vegan food is at high demand• Competitors bringing up more health-conscious options

Competitive Analysis - Stella Jean's, Mariposa Ice Cream, Creamistry, Frozen Fruit Co.

	Dessert Bloom	Stella Jean's	Mariposa Ice Cream	Frozen Fruit Co	Creamistry
Company Profile	Owned and Created by group of Nutrition professionals	Small batch ice cream shop	Homemade authentic and quality ingredients	Family operated and owned	Customizable ice cream made with organic, premium bases
Target Market	Young adults, teenagers and health conscious individuals	Young adults and families	Families	Health conscious individuals of all ages	Young adults
Marketing Strategy	Social Media (3), website, app and fundraisers	Primarily social media	Participating in events and festivals	Food truck, catering, online ordering	Social media and online ordering
Pricing	Affordable	Expensive	Affordable	Affordable	Expensive
Menu	5 items	10 items	11 items	3 items	6 items
Employees	7 Professional and 2 apprentice	Not enough information provided	Not enough information provided	Not enough information	1,100
Value Proposition	Fresh, home made, quality ingredients	Chef driven ingredients offered to the community	Authenticity, freshness	Plant-based, health conscious	Freshness, customizability
Product Flexibility	Flexible: gluten free, lactose free, and vegan	Flexible: vegan options, gluten free, and lactose free	Somewhat flexible: some vegan options	Flexible: lactose free, vegan, gluten free	Flexible: vegan, dairy and non-dairy options
Number of Locations	1	2	1	1	60

Marketing Strategy

With our target market being mainly geared towards the younger generation, an important part of our business will be the way we utilize technology for advertisement. Dessert Bloom will use three of the top social media platforms for advertisement: Instagram, Facebook, and Tik-Tok.¹² These social media platforms like Instagram, Facebook, and Tik-Tok each play an important part in our marketing. Although all three of these platforms highlight a different aspect of social media, the posts will all share similar information, just in different ways. Dessert Bloom will have the same name and logo across all platforms to build our brand's identity. Each social media platform we use showcases our company in various ways. Facebook will be more for reviews, event sharing, and news. Instagram will showcase more of the artistic side of social media, such as customers' photoshoots in our establishment. We will implement the use of Tik-Tok to show the fun-side of the company and host giveaways which customers will enter by creating a Tik-Tok video of the products or their visit to Dessert Bloom. Our company's main hashtag will be #DessertBloom and this will help customers see others who have been to our

location. We will also implement Instagram's Geotag feature to boost our social media engagement with people around the area.¹³ The Geotag feature's location will be shown as Dessert Bloom - San Diego and will be an easy way for our customers to check in. Facebook has a Geotag feature as well and it works very similarly to Instagram's feature.

Other ways we will advertise our company is through flyers, coupons, stamp cards, and creating fundraisers with organizations, similar to how Panera and Chipotle host fundraisers for schools and organizations. The coupons will be released occasionally and will be either buy one get one free or a small percentage off your purchase. On special occasions we will feature a Free Item coupon, such as birthdays, which customers will receive when signing up for our newsletter. For the fundraisers, we will either partner up with a school/organization and choose a time and date where a percentage of our proceeds will go to them. This will help build our community presence and bring in sales for Dessert Bloom. Customers may also inquire about fundraising if they would like us to host their organization or cause.

Dessert Bloom will also design an app for our company, which will make it easy for customers to get in and out if they are in a hurry or want to avoid lines, which is relevant to what is going on during this time with COVID-19. Besides the app, our company will have a website where we will showcase our merchandise such as apparel, cups, and stickers, which customers can have directly sent to their homes. The merchandise will also be in store for customers to wear and will feature fun designs. Our website will also show our flavor of the month and will feature a blog that our staff will update at least once a month. The blog will feature nutritional information for our customers to learn from. The website will be built through Wix, which is user friendly and features apps that we can add to the site.

Our newest emerging technology features a rewards program added into our interactive cell phone app that encourages customers to return weekly and become members of the "Bloom Club". This feature allows anyone to easily create an account and upload their debit or credit card directly into the program. This feature will allow customers to scan their phone to play one of the games in our shop. Every game played and every purchase of food or drinks is recorded into their account which allows them to earn points to weekly discounts, specials and free plays. In addition, the mention of Dessert Bloom on social media accounts linked through the app will result in the customer obtaining more points and rewards. The app data will also compile an email and phone list to which our flavor of the month promotion, weekly incentives, and blog posts can be directly sent if the user has subscribed to them.

One of the key factors that makes this part of our app such a revolutionary feature is that it allows us to analyze back end data and ascertain what is working and not working. We will be able to understand our target market better through their profiles and swipe data. Additionally, it will allow us to determine which menu items are popular and which arcade games are played the most. This will lead to greater customer retention and better strategic direct marketing. This will allow us to analyze what is selling and which promotions are working. We can boost the sales of items which are lacking.

Business Plan Part III

Financial Assumptions - Startup Costs

Having just opened up, our startup cost will seem high due to the equipment, licenses, and furnishings, but those are a one-time cost.¹⁴ Once the previously mentioned expenses are paid for, we will have slightly lower costs the months following. Included in the startup equipment is the kitchen equipment, the arcade for our shop, furniture, décor, paint, and lighting.¹⁵ As shown in Figure 7, our total startup cost for 1 year will be at \$433,389 with a 10% buffer at \$476,727.80 to cover unexpected costs such as inventory spoilage, equipment repairs, and maintenance.

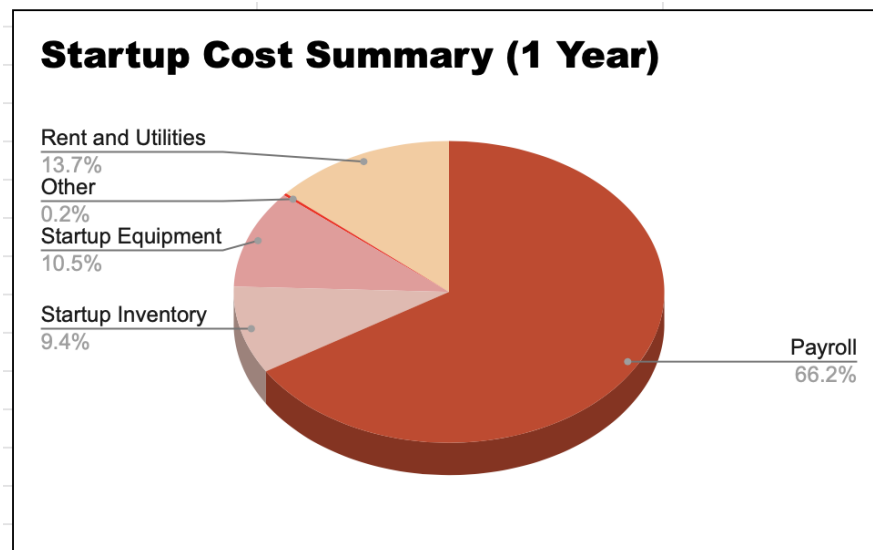


Figure 7: Projected Startup Costs - Summary and Expenses

Dessert Bloom's team will be paid according to their rank, with the director being the highest and assistants being ranked lower on the scale. The total payroll amount will be \$286,800 per year.^{16,17} Staff includes one director, one supervisor, two dietitians, two leads, and two assistants. Being in San Diego, rent and utilities are at a total of \$4,941 per month or \$59,296.20 per year. For our inventory, we have priced everything at pounds per month and estimated that everything will total \$2,890. Our categories for kitchen ingredients are minimal since all of our products will be made in store from scratch. For our supplies, since our products are so minimal, all we need are utensils and packing materials (cups, bowls, etc.), which we priced at cases per month.^{18,19} Other expenses in our startup costs will be business licenses, marketing, promotion, brand logo, and apparel, which we have set a budget of \$1,000. Our reasoning for not spending as much for promotion is because most of our marketing will be social media based and done by our Dessert Bloom team rather than hiring an employee for the role.

Projected Startup Costs and Financial Plan			
Startup Cost - Summary			
Category	Amount (1 month)	Amount (1 Year)	Buffer (10%)
Payroll	\$23,900	\$286,800	\$315,480.00
Startup Inventory	\$3,390.00	\$40,680	\$44,748
Startup Equipment	\$45,574.71	\$45,574.71	\$50,132.18
Other	\$1,038.00	\$1,038.00	\$1,141.80
Rent and Utilities	\$4,941	\$59,296.20	\$65,225.82
Total Startup Cost	\$78,844	\$433,389	\$476,727.80

Figure 8: Table of Projected Startup Costs

Startup Expenses				
Kitchen Equipment	Amount	Cost	Total	Buffer (10%)
Soft-Serve Ice Cream Machine	1	\$2,149.87	\$2,149.87	\$2,364.86
Waring BB300 Commercial Bar Blender	2	\$318	\$636	\$699.60
Centarur 54" Freezer	1	\$2,694	\$2,694	\$2,963.40
Turbo Air 26" Ice Cream Dipping Cabinet	1	\$3,922.73	\$3,922.73	\$4,315.00
1 Compartment Sink	1	\$303	\$303	\$333.30
3 Compartment Sink	1	\$549	\$549	\$603.90
Frost Top	1	\$5,036	\$5,036	\$5,539.60
Waring Triple Head Drink Mixer	1	\$799	\$799	\$878.90
Hand sink	1	\$99.99	\$99.99	\$109.99
True 54" Reach In Refrigerator	1	\$3,790.12	\$3,790.12	\$4,169.13
Total			\$19,979.71	\$21,977.68
Other Equipment/Furnishings	Amount	Cost	Total	Buffer (10%)
Arcade System	4	\$2,899	\$11,595	\$12,755.60
Furniture		\$6,000	\$10,000	\$11,000
Decor, paint, lighting, etc.		\$4,000	\$4,000	\$4,400
Total			\$25,595.00	\$28,155.60
Kitchen Inventory	Amount	Cost	Total	Buffer (10%)
Fruit/Vegetables - Raw	1,200 lbs./per month	\$0.80 per lb	\$960	\$1,056
Fruit/Vegetables - Frozen	1,500 lbs./per month	\$0.80 per lb	\$1,200	\$120
Toppings, Flavorings, Syrups	600 lb./per month	\$0.75 per lb	\$450	\$495
Flour	400 lbs./per month	\$0.70 per lb	\$280	\$308
Total			\$2,890.00	\$1,979
Licenses	Amount	Cost	Total	
Business License	1	\$38	\$38	
Total			\$38.00	
Salaries	Amount	Cost	Total	Buffer (10%)
Director	1 person	\$4000 /per month	\$4,000.00	\$4,400.00
Supervisor	1 person	\$3700 /per month	\$3,700.00	\$4,070.00
Dietitian	2 people	\$3800 /per month	\$7,600	\$8,360.00
Leads	2 people	\$2500 /per month	\$5,000	\$5,500
Assistants	2 people	\$1800 /per month	\$3,600	\$3,960.00
Total			\$23,900.00	\$26,290.00
Other	Amount	Cost	Total	Buffer (10%)
Marketing/Promotion, Logo, Apparel		\$1,000	\$1,000	\$1,100
Rent	/per month	\$3,905	\$3,905	\$4,295.50
Utilities	/per month	\$1,036.35	\$1,036.35	\$1,139.99
Total			\$5,941.35	\$6,535
Supplies	Amount	Cost	Total	Buffer (10%)
Packing Materials - 150 per case	30 cases /per month	\$15 per case	\$450	\$495
Utensils - 1,000 per case	5 cases /per month	\$10 per case	\$50	\$55
Total			\$500.00	\$550
Total Startup Expenses			\$78,843.71	\$90,034.80

Figure 9: Table of Detailed Startup Expenses

Financial Plan - Methodology

Based on our startup costs, which is \$89,394.87 with the 10% buffer of unexpected costs included, we have decided to request a SBA (7a) Small Loan for \$150,000 to be paid over a duration of 6 years with an interest rate of 5.5% (\$3.25 + 2.25%) if paid within 7 years.²⁰ This will equal a total of 72 payments with an amount of \$2450.68 per month and a total interest of \$26,449.18 over the course of 6 years. The main reason we chose this over a traditional bank loan was because most businesses are rejected their first time around and bankers tend to be biased towards a business. The maximum loan amount for a SBA (7a) Small Loan is \$350,000.

Our projected food sales for the year are based on the average of our three main items (smoothies, ice creams, and bowls) and an average cost of all items combined. This is based on 1 item per customer, so projected sales may be higher than what we have presented. For the first two months (January-February) we plan for business to be slow, so we based the sales at an average of 100 sales per day. For the months of March through May, we plan for business to speed up with an average of 150 sales per day. With our shop being ice creams, smoothies, and bowls, we plan for June through September to be our busy months with about 300 sales per day. October through December we estimated sales to be at about 250 per day since the weather will be cooler. On average, our team projects revenue of \$519,870 in the first year of operation.²¹

Salaries	Monthly	Jan-Apr	May-Aug	Sep-Dec	Yearly
Director	\$4,000.00	\$16,000	\$16,000	\$16,000	\$48,000
Supervisor	\$3,700.00	\$14,800	\$14,800	\$14,800	\$44,400
Dietitian 1	\$3,800.00	\$15,200	\$15,200	\$15,200	\$45,600
Dietitian 2	\$3,800.00	\$15,200	\$15,200	\$15,200	\$45,600
Lead 1	\$2,500	\$10,000	\$10,000	\$10,000	\$30,000
Lead 2	\$2,500	\$10,000	\$10,000	\$10,000	\$30,000
Assistant 1	\$1,800	\$7,200	\$7,200	\$7,200	\$21,600
Assistant 2	\$1,800	\$7,200	\$7,200	\$7,200	\$21,600
Total					\$286,800
Rent, Utilities, Property Taxes	Monthly	Jan-Apr	May-Aug	Sep-Dec	Yearly
Rent	\$3,905	\$15,620	\$15,620	\$15,620	\$46,860
Water	\$120	\$496	\$496	\$496	\$5,952
Gas	\$200	\$800	\$800	\$800	\$2,400
Electricity	\$716.35	\$2,865.40	\$2,865.40	\$2,865.40	\$8,596.20
Property Tax (1%)					
Total					\$63,808
Kitchen Inventory	Monthly	Jan-Apr	May-Aug	Sep-Dec	Yearly
Fruit/Vegetables - Raw	\$960	\$3,840	\$3,840	\$3,840	\$11,520
Fruit/Vegetables - Frozen	\$1,200	\$4,800	\$4,800	\$4,800	\$14,400
Toppings, Flavorings, Syrups	\$450	\$1,800	\$1,800	\$1,800	\$5,400
Flour	\$280	\$1,120	\$1,120	\$1,120	\$3,360
Total					\$34,680
Supplies	Monthly	Jan-Apr	May-Aug	Sep-Dec	Yearly
Packing Materials - 150 per case	\$450	\$1,800	\$1,800	\$1,800	\$2,500
Utensils - 1,000 per case	\$50	\$200	\$200	\$200	\$600
Total					\$3,100
Financing	Monthly	Jan-Apr	May-Aug	Sep-Dec	Yearly
SBA (7A) Small Loan	\$2,450.68	\$9,802.72	\$9,802.72	\$9,802.72	\$29,408.16
Total					29408.16
Total per Year					\$463,697

Financing Plan	Loan Amount	Interest per Year	Jan-Apr	May-Aug	Sep-Dec	Yearly
SBA (7A) Small Loan	\$150,000	3.25% + 2.25%	\$9,802.72	\$9,802.72	\$9,802.72	\$29,408.16
Projected Food Sales	Avg. Price	Jan-Feb (100 sales/day)	Mar-May (150 sales/day)	Jun-Sep (300 sales/day)	Oct-Dec (250 sales/day)	Year
Smoothie	\$5.86	\$36,332	\$81,747	\$217,992	\$136,245	\$472,316
Ice Cream	\$4.50	\$27,900	\$62,775	\$167,400	\$104,625	\$362,700
Bowls	\$9.00	\$55,800	\$125,550	\$334,800	\$290,250	\$806,400
Average	\$6.45	\$39,990.00	\$89,977.50	\$239,940.00	\$149,963	\$519,870.00

Figure 10: Financial Plan - Monthly and Yearly

Goals, Risks, and Strategies

Our main short-term goal is to have proper advertisement for our grand opening to gain initial publicity and encourage the students in our community to try Dessert Bloom. Our barrier for this goal is the limited time to advertise our business and bring awareness to Dessert Bloom before the grand opening. We are going to have a social media presence to combat this issue and provide effective advertisement. However, we also want to be involved with the community. We plan on reaching out to the schools around us about our business. We will get in contact with existing schools and clubs, so that they can learn about our fundraiser programs. This kind of contact will help increase our business presence, alongside our social media platforms, to ultimately make Dessert Bloom more publicly known in a timely manner. Since we plan on advertising online and in person, we need to decide on how to prioritize and make sure our resources are used accordingly, which is our second barrier. Social Media advertising will be the most influential tool to achieve non-costly advertisement. Using hashtags that are commonly used in our area, posting regularly, and paying platforms such as Instagram along with Facebook to sponsor our posts will give us the most “bang for our buck” to publicize Dessert Bloom.

Another short-term goal is to stay under the assumed start up amount of \$433,389 per year. We definitely face the barrier of lack of “Memory” data. We are starting off with an estimated amount of how much we should spend; however, we lack the present statistics about our sales. We are also confronted with the total waste barrier since in our first few months we can potentially have a lot of waste. In the first few months we will be determining various intervals such as quantity of ingredients, properly producing items, and other factors.

A long-term goal that we have set for ourselves is to expand our menu along with producing contemporary menu options. A long-term barrier to this is that we need to keep up with the ever-changing health trends to keep our menu relevant. Another long-term barrier is that updating and expanding our menu will require significant planning, evaluating, and testing. To tackle these issues, we will have to monitor food trends and take accurate data on which items, new or old, our target audience enjoys. Quarterly trend analysis and continuous marketing research will play a vital role in determining the products our customers enjoy the most. This will help to adapt our menu to our target audience. In addition, it will help determine the items that should be added or removed from our menu and include these changes in our budget. A short-term barrier to this is our initial menu. We have no data to determine what will be liked or disliked. Our only option is to observe the trends within Dessert Bloom during its initial weeks of business and provide samples for our customers and receive their feedback. Another short-term barrier is having our initial menu fit within the guidelines of what is currently popular with our target audience. We have researched existing data with competing companies, while still adding Dessert Bloom’s own unique healthy twist to create an optimal menu that has a high chance of being successful during our opening.

Our last long-term goal we plan on achieving is utilizing seasonal items. A long-term barrier that could impede us from reaching this goal would be consistently working in the seasonal ingredients while still maintaining the integrity of the menu items. To resolve this issue, we plan on providing samples a few weeks before the official release of the menu item featuring a seasonal product. This will give us feedback whether it is well liked and possibly get the

customer excited for the menu item. Another barrier includes staffing shortages. If we plan to make seasonal items a constant feature, then we would need to hire more employees to be at the shop while two of the Nutritionists can focus with the dieticians on building and testing the new recipes. A way of working with this challenge is to reuse recipes from year to year. Once, we create some fall items such as Pumpkin Spice ice cream per say, we can bring it back every fall to avoid the extra pressure of falling short of employees every year. A short-term barrier to this would be finding a reliable and affordable supplier. To figure this out we would have to “shop” around for suppliers and get into contact with farmers. We could possibly utilize farmers markets to build rapport with our community and see our options of who to work with. Another short-term barrier would be the cost of sampling. We would have to put money aside just to prepare for future seasonal menu items. Mitigation takes place when we have our usual local farm we purchase from. Using seasonal fruits will lower that margin because prices should be better than off season fruits.

Business Plan Part IV

Company Summary

Dessert Bloom is created by a group of eight university educated women whose common interest is nutrition and food. Our team includes two Registered Dieticians and six Nutritionists who graduated from San Diego State University. Our San Diego community means so much to us. Which is the reason we wanted to do our part and offer a product that is enjoyable and healthy for everyone. There are various ice cream parlors around San Diego as well as a lot of healthy food options. However, we didn't notice an Ice Cream place that was healthy, delicious, and fun!

Dessert Bloom offers vegan ice cream, fruit bowls and smoothies that all contain whole foods along with natural ingredients without sacrificing the flavor. We also offer an Arcade Area which we like to call the "Fun Zone". We wanted everyone who visits our shop to really enjoy their time with family, friends and even meet new people all while eating a dessert that was worry free, simple yet amazing. The mission statement of Dessert Bloom is to inspire healthy eating habits in younger generations in order to fight childhood obesity through our fresh, affordable and creative menu options. At Dessert Bloom we value our competent trained staff. They are responsible for the upkeep of our high-quality products and services. We at Dessert Bloom aim to provide our staff with a friendly, safe and innovative work environment.

Executive Summary

Dessert Bloom is owned and operated by eight individuals through a general partnership. Our team consists of six Certified Dietary Managers with Bachelor's in Nutrition, along with two Registered Dietitians and two assistant positions. We hold a traditional organizational structure with certain innovative aspects that make every team member feel heard and equally important. Our products along with services are also innovative because we serve fresh, from scratch smoothies, fruit bowls, ice cream and ice cream sandwiches prepared daily. We also source from local vendors and farmers.

Our facility is a 1400 square foot brick and mortar building located at Point Loma Marketplace in San Diego, California. Our operating hours are Monday through Sunday from 10am to 9:30pm. All menu items are created onsite at the facility and sold there as well. To ensure a thriving business, our marketing strategy is tailored to our target market of young health-conscious individuals. We focus mainly on online marketing and fundraising through schools. Our online marketing consists of social media: Facebook, Instagram and Tik-Tok, as well as our website and phone app. The main purpose in our strategy is to create an interactive community where our customers can learn about, share and enjoy all things Dessert Bloom.

Our major goals when opening Dessert Bloom is keeping all yearly projected start-up costs on budget and continuing to do so as we open. Another main goal is creating a big enough buzz in the community to create a huge turnout in our opening week. Our main health repercussion that we overtly combat at Dessert Bloom is that we are a dessert place that fights against the obesity epidemic by using low sugar content food. This is why when we advertise, we

make sure to let our customers know that our products are made from scratch with the healthiest ingredients.

The reason Dessert Bloom is a great company to invest in is because it is part of a niche market for those who are interested in their health while still offering great tasting desserts. We have done thorough research on every aspect of our business and where the best location would be for our target market. We are up to date on all innovative online marketing strategies. We are also flexible for change when it comes to improving our menu and strategies for marketing. Our owners and staff are well educated individuals who specialize in nutrition and making new recipes for the menu.

Health Repercussions

Although Dessert Bloom's menu is made with clean ingredients, we understand that the food items are still considered desserts and therefore, may be contributing to America's obesity and heart disease problem, especially with our target market being mostly young adults and teenagers.²² Our goal is to lower the level of obesity amongst that age group in order to lower their risk of certain diseases as they age. We strive to reach this goal by continuing to offer the healthiest options while still appealing to our target audience's taste and food aesthetics. We hope that by consuming our products instead of the competition's product, customers will be able to indulge in their cravings of sweets. When customers consume our products, they will also consume healthy food that will not predispose them to any diseases in the long run. This will also encourage our customers to begin incorporating healthy eating habits in their lifestyle. Our menu also accommodates dietary restrictions such as dairy-free options and vegan options in order to serve a larger variety of customers.

In regard to the environment, one area where we may want to look into in the future is our utilization of energy. We currently do not use energy from renewable sources like solar or geothermal energy. By not using a renewable source of energy, we may be contributing to the amount of air pollution and greenhouse gases.²³ We must consider the amount of energy used by our store, kitchen appliances, and the arcade area. The arcade plays an important part in our shop that is why we must consider the energy expenditure. Dessert bloom will be a hangout spot and that will serve ice cream along with other cold desserts. Another energy concern we will have to keep in mind is our use of the air-conditioning especially during the summer months.²⁴

Sustainable Planning

Dessert Bloom prides on taking a leadership stance in sustainability by becoming LEED (Leadership in Environmental and Energy Design) certified through the U.S. Green Building Council (USGBC).²⁵ Although green building is not a part of the financial analysis, green building plays a huge role in our company's financial success. By including these sustainable practices with our restaurant, studies have shown that customers are more likely to spend at a restaurant with less of an environmental impact.²⁶ We plan to create a "green building" through reduced water utilization, incorporating seasonal produce, repurposing and composting our pulp, and recycling.

In order to reduce water usage, we will ensure that all taps, when not in use, are closed. Another way is to remove dirt and debris from utensils and appliances without water before washing and dishwashers will only be operated at full capacity. Our establishment also includes seasonal products which reduces the demand for out of season produce, which further supports more local produce and local farming in our area. This means less transportation, less refrigeration, less hot houses and less irradiation of produce which helps with sustainability along with food waste.²⁷ In order to reduce food waste to a minimum, we plan to reuse our pulp and include them as ingredients for our fresh breads and ice creams. According to PETA animal products contribute to greenhouse gas emissions, which means that vegan food products tend to have less of a negative impact on the environment.²⁸ Our food items are primarily vegan which means we are already having a positive impact on our environment. Our establishment will include several waste and recycling bins, which we will separate in order to accommodate for sustainability. We will also make sure to compost and recycle to appropriate composting and recycling facilities in the county San Diego County.

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