

ELF CONCESSIONS

Business Plan

I. Executive Summary

Elf Concessions, ("Business") is intended to be formed as a Nebraska Sole proprietor located at 44269 road 753, Overton, Nebraska 68863, poised for rapid growth in the Food industry. The Business seeks funding to take advantage of a window of opportunity for introducing a true Shaved ice snow cone product, which has the potential to dominate the market.

Business Description. The Business is to be organized as a Sole proprietor formed and authorized under the laws of Nebraska, and will be led by William Elfgren, who will serve as Owner.

William Elfgren has a long work history as a complex maintenance mechanic who often found himself improvising, innovating and improving on designs and repairs. This experience pole vaulted him into supervisor positions where learned the ever important skills of operations under pressure. When these qualities are entwined with a pleasant demeanor and a clear sense of direction then any limitations are only unsolved challenges. William is up to that challenge and will succeed!

William has already constructed a funnel cake trailer for a former client that has been in operation for 5 years now. Just recently William finished a complete overhaul and renovation of another food trailer into a Shaved ice vending trailer for Schneider Concessions. The owner operator of Schneider concessions is a dear friend of Williams and is moving to the city of Beatrice Nebraska. This ensures another layer of non compete between us.

Improved Product. The Business has developed a truly Shaved ice snow cone product which has the following advantages.

Elf Concessions will provide a snow cone product to our customers that truly lives up to its name by utilizing a truly shaved ice with the consistency of actual snow. Furthermore it's the belief of Elf Concessions that it should take less time to receive your Snow cone than it does to pay for it. That is accomplished using only the best and fastest shaver in the industry. Once you get your refreshing Snow cone, a flavor station will be readily available to add and mix and match our delicious syrups as you see fit.

The Business has a window of opportunity to introduce its products and gain a significant piece of the market share.

Funding Request. The total funding request is for a \$25,000 capital investment.

The funding proceeds will be used as follows:

\$200.00/ month for Marketing

This amount is earmarked for signage and subsequent replacements

\$1,000.00 for Staffing

This portion of funding is intended for hiring independent contractors to produce the product and assist in sales.

\$23,800.00 for finishing construction of the mobile vending trailer and equipment. This includes building materials, refrigeration for the unit. The capital will also be used to purchase equipment such as an ice machine and stock necessary to provide the product to the consumer. (Equipment Breakdown below).

Of this \$23,000 this list includes a remaining \$800 is allocated to account for material price changes and shipping costs of materials

The Business is looking for equity funding. Financial projections forecast a break-even point in less than 2 years after product introduction.

II. Business Summary

The business is a start-up business, providing clients with a true Shaved ice snow cone.

Industry Overview. The Snow cone industry in the United States currently generates \$100.00 to \$2,000.00 per day in sales. Annual revenue for the regional market where the business is located is estimated at \$9,000.00 to \$90,000.00. The wide variation largely comes from location opportunity and the drive of the seller to make sales.

Seasonal Factors. The Business is also influenced greatly by the seasonal factor. This factor has been carefully considered and utilized while making projections and estimates for revenue and sales.

Position in the Industry. Elf Concessions will utilize a mobile product sales platform such as a custom built trailer outfitted to maximize sales opportunities. Being mobile is an obvious advantage due to its versatility. However Elf Concessions greatest asset and advantage is the quality of the product and the speed at which it is produced. Stagnant lines can indicate ineptitude or problems with the product. Elf Concessions understands this and that's why the proper and effective machinery is so vital to this endeavor so we can welcome long lines but never stagnant!

Legal Issues. The owner of Elf Concessions will carry insurance in accordance with state mandates and regulations.

There are no traditional employees, each worker will knowingly be working as independent contractors. This is largely in part due to the seasonal nature of the business.

Location. Elf Concessions is designed to be mobile and will continuously search out bigger and better venues for sales from local baseball games to county fairs no event will be off

limits. Places of sales range from free to a few hundred dollars per spot and can change depending on the venue and location so each new setup is a negotiation process but viewed as equitable and profitable.

III. Marketing Summary

Target Markets. 0-17years of age and 18 to 80yrs blind, crippled, or crazy! Everyone should have a Snow Cone on a hot Summer Day

- Snow Cone sales

It is estimated that there are no limits to potential customers within the business as defined. trading area that are estimated to spend \$0.00. To seek the most profitable market segments in the target markets overall, the Business will focus on the following areas within the target market:

- Elf Concessions plans to build a strong following in the Snow cone market in central Nebraska by taking advantage of a superior product. Flash gets the Cash so of course the proprietary graphics and custom design of the mobile sales trailer will be a head turner drawing a following on its own merits.

Competition. Customer choice of services in this industry is based on The ability of services. Not to mention the main purpose of buying any Snow cone products depends upon how hot it is outside.

The Factors that determine why customers would buy a product from Elf Concessions however are a matter of quality, speed, and Flash. Quality matters and that's where Elf Concessions are in a league of our own. Every current competitor produces a snow cone made of crushed ice not shaved. Having that shaved ice makes a huge difference in flavor quality performance and the eating experience. Speed is paramount to a good operation and once again the current competition takes between 3 and 5 minutes to serve a customer, where as Elf Concessions can provide a Snow cone in 3 seconds or less. Meaning the financial transaction will be the only thing slowing down the process yet easily less time than the competition. Flash gets the cash is the old saying but still holds true today. Of all current competitors in my area no new competition has entered the market in some time and that's where Elf Concessions custom trailer and new flashy vibrantly colored wrap will be eye catching and new. People generally enjoy trying new things and vendors so getting a Snow Cone from Elf Concessions will be a positive experience and one to tell your friends about!

The competition in my area has a product of crushed ice. Although truly shaved ice is a superior product to the traditional snow cone, that doesn't mean there is no competition. There is certainly some competition. However the market is far from saturated and in rural locations a Snow Cone vendor is still a rarity.

Services. The Business intends to provide exceptional, personalized service, which will be a crucial factor in building and protecting the Business's brand within the community. The Business intends to handle customer concerns and issues with a customer-oriented focus with the intent of providing timely resolution and preventing the loss of customers.

IV. Strategy and Implementation Summary

Company Goals and Objectives. The objective is to one day own and operate 3 Snow cone Shaved ice trailers. This process could take as little as 3 to as long as 5 years.

The Business plans the following tactics as part of sales promotion:

- Internet marketing
- Direct sales
- Posting signage and flyers about the new business on bulletin boards in stores and public places

In addition, the Business will also engage in the following marketing campaigns:

- A social media page is to be created and utilized on public forums.

V. Financial Plan

The funding request in this Business Plan outlines the major start-up costs associated with this Business. Other costs include repair and maintenance, sales, and production expenses. Regular monthly expenses are a current unknown however estimated at \$1,000.00 / month for paying the independent contractors and other regular business expenses. The Business is expected to generate \$30,000 in the first year, and gross profit is expected to be \$5,000. Please keep in mind the first year of operation is the most costly.

Building Costs:

Equipment	Initial Cost (May Vary)	Ongoing Cost
Ice Machine	\$3,000	Maintenance
Siding	\$1,600	Insured
Vehicle Wrap	\$3,500	Insured
Refrigeration	\$2,500	Maintenance
Serving Station	\$800	None
Sink Station	\$1,000	Maintenance
Freezers	\$1,200	Maintenance
Generator	\$2,500	Maintenance
Electrical and lighting	\$2,500	None
Serving windows/awning	\$1,300	Insured
Tires and Brakes	\$1,500	Maintenance
Interior wall panels and ceiling	\$1,600	Insured

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