Business Plan: Public Cloud Ice Cream

**Executive Summary**Ever looked at a cloud on a sunny day and thought I’d like a bite of that? Welcome to Public Cloud Ice Cream, a delicious ice cream brand, that takes cloud from the Pennines and lovely natural ingredients and provides a delicious treat.   
  
Public Cloud Ice Cream has three flavours so far, Vanilla Virtualisation, Strawberry Storage and Chocolate Compute and a number of staff that help the business run. We currently supply five local stores in Manchester and require investment to expand our staff, equipment and suppliers.

**Company Overview**

Public Cloud Ice Cream is a vegan ice-cream business, creating bespoke cloud-flavoured ice-creams using natural ingredients. Our aim is to serve fantastic quality vegan ice-creams to customers across the country. We have three flavours so far, Vanilla Virtualisation, Strawberry Storage and Chocolate Compute and are hoping to expand in the future.

Public Cloud Ice-Cream started when Safia and Jake were at a company event on a hot summer’s day, searching for a cloud-like, delicious, vegan treat to cool down. There was lots of ice cubes and freeze pops but they wanted more and wanted it combine their passion for the public cloud with a delicious treat and that is where Public Cloud Ice-Cream was borne. They used their small ice-cream maker, locally sourced ingredients and the cloud to which up a batch for a colleague’s leaving do, leading to rave reviews. They then created a larger batch for an all-colleague event, and it flew of their market stall. They realised the market was there, so alongside creating client solutions using the public cloud, they set up Public Cloud Ice-Cream to bring delicious, cloud ice-cream to the nation.

Our target market is small, medium and large supermarkets around the country. Summer days or winter evening, Public Cloud Ice-Cream is fit for everyone. Lots of ice-cream out there doesn’t ever feel quite cloud appropriate or are not vegan, Public Cloud Ice-Cream fills that void! We need further investment, to grow our flavours, employ more staff and create bigger batches of the product.

Public Cloud Ice-Cream employ seven staff, three employees make, package, and deliver the ice-cream, and develop flavours. Two, market the products, develop the business and find new clients. Two, solely focus on catching clouds, the clouds are caught in the Pennines, due to the vast amount of clouds found there.

To develop the business further, we need an investment of £200,000. Our current profits of £50,000 will be projected to be £250,000 in the next 12 months. The £100,000 will be split £100,000 in staff costs, £20,000 for supplies, £30,000 in product development and £50,000 for business development.

**Business Description**

The business opportunity to potential investors is to help grow our business and reap the rewards of this. We want to target the four big supermarkets in the UK as well as local stores to make our ice cream as accessible as possible.

We currently are in a few local stores in Manchester, and regularly sell out of stock so require investment to be able to create bigger batches, quicker. We have three ice cream makers and require more equipment, such as bigger cloud catchers and likely more staff to help with demand.

We want to make more flavours and different ranges, such as individual ice cream bars.

We currently offer three products, Vanilla Virtualisation, Strawberry Storage and Chocolate Compute. All products are made with all natural ingredients that we source in a sustainable way. We sell our products in 500ml and 1l tubs.

Our critical suppliers offer the ingredients we want whilst closely following the supply chain to ensure all parties are getting paid fairly. Our distributors are local stores that believe in our vision for cloud-based ice cream, two of the five local stores are also now investors.

The Vanilla Virtualisation 500ml tub costs £1.12 to create and £2.04 for the 1l tub. The retail price is £3.99 for the 500ml tub and £5.99 for the 1l tub. We offer 12 tubs of 500ml for £36 and 12 tubs of 1l for £70. There is a profit of £2.87 (500ml) and £3.95 (1l), £22.56 (12 x 500ml) and £45.52 (12 x 1l)

The Strawberry Storage 500ml tub costs £1.08 to create and £1.89 for the 1l tub. The retail price is £3.99 for the 500ml tub and £5.99 for the 1l tub. We offer 12 tubs of 500ml for £36 and 12 tubs of 1l for £70. There is a profit of £2.91 (500ml) and £4.10 (1l). There is a profit of £2.87 (500ml) and £3.95 (1l), £23.04 (12 x 500ml) and £47.32 (12 x 1l)

The Chocolate Compute 500ml tub costs £1.19 to create and £2.19 for the 1l tub. The retail price is £3.99 for the 500ml tub and £5.99 for the 1l tub. We offer 12 tubs of 500ml for £36 and 12 tubs of 1l for £70. There is a profit of £2.80 (500ml) and £3.80 (1l). There is a profit of £2.87 (500ml) and £3.95 (1l), £21.72 (12 x 500ml) and £43.72 (12 x 1l)

We have looked at other ice cream prices and want our ice cream to meet that market, we don’t want ours to cost more for a similar item, vegan or not. We have found that this current price point has been very popular with our current market. We introduced the multi-pack for our stores to be able to buy at an attractive price to meet demand.

**Market Analysis**

Though the ice cream is vegan, the target market for Public Cloud Ice Cream is the consumer that enjoys ice cream, for breakfast, lunch, dinner or as a treat. With more people enjoying the flexitarian diet, we don’t want to narrow the market to just vegans and have it for anyone that wants to enjoy delicious ice cream.   
  
There are many ice creams out there now that are delicious but often you find that the vegan offering for many popular brands are usually more expensive and sectioned off separately. We want to have ours Public Cloud Ice Cream nestled in there with the major competitors.

The ice cream market is a £2bn market. People love ice cream as it can be eaten at all times of the year and being frozen, means it can be had at any time. The market has had a hit during the pandemic, but coming out of the pandemic, people are again looking for delicious, natural treats.