

Dream Cones



We make your ice cream dream come true

Ice Cream Dream

How to Open Your Own Ice Cream Shop

By

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Master Gelato Chef

175 illustrations & photos
pp. 170

Everyone loves ice cream

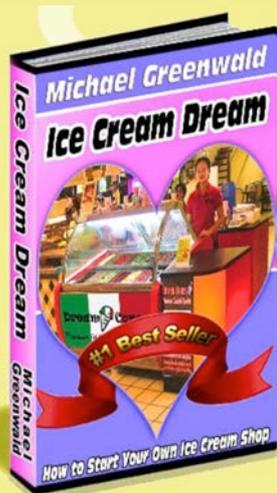
—and many people dream of selling it. It's a wonderful business with a lot of room for creative expression and after all, one expresses love for people thru food.

There is a deep satisfaction in selling something people love. Soon you will be surrounded by a group of adoring fans, who love your products and your shop. They will celebrate their **birthdays, anniversaries and holidays** there. You will host their par-

ties and special events. Be your own boss!
Set your own hours and enjoy life!

Times may be hard-

—but unlike most luxury products, ice cream sales actually improve in hard times. People want to get away from their cares and what better way is there



than to enjoy a tasty treat that takes you back to their childhood.

Check out this July 22, 2010 *Time Magazine* article:

While continued high unemployment is making economists nervous about the possibility of a double-dip recession, there appears to be no recession in the business of double dips. Official tallies in the ice cream business are hard to come by, but anecdotally, the ice cream market appears to be hot. What's more, the number of customers asking for a double dip, or two scoops, seems as high as ever.

But the ice cream business is—a business! Because it is so popular, the market is usually saturated and newcomers have to fight their way in. I should know—I own an ice cream business in Bangkok, possibly the most over-saturated ice cream market in the world!

Learn the Secretes of the Trade



Like every business, the ice cream business is tough and competitive. Just having delicious ice cream won't make you rich! We have helped hundreds of people all over the world open ice cream shops. We—and they—have made some mistakes but now, by buying *Ice Cream Dream* you can learn to avoid them!

Location, location, location

—the single most important decision you can make. A shop or kiosk located three meters away from the right location is—on the moon! Learn the secretes of finding the right spot, with many anecdotes and short stories about winners and losers.

Marketing

People do not buy the best ice cream—they buy the best-marketed ice cream! Learn about marketing, using mailing lists, discount cards and special promotions. Learn how to create an inviting facade, the

right décor and interior colors, creating signature dishes that your customers will adore. *Ice Cream Dream* is a treasure house of essential information with loads of interesting photos and graphics that can help turn the difficulties of a startup into a much easier ride.

Here's what you get in *Ice Cream Dream*:

- WHAT IS ICE CREAM?
- DOING YOUR HOMEWORK
- PARTNERSHIP, LEGAL STRUCTURE
- BUYING AN EXISTING BUSINESS
- RIGHT-SIZE BUSINESS FOR YOU
- GETTING STARTED
- PERSONAL QUALITIES YOU NEED
- PRODUCT SELECTION
- EQUIPMENT
- FACAD
- DECOR
- LAYOUT AND TECHNICAL
- MENUS AND PRICING
- YOUR STAFF
- MARKETING AND ADVERTISING
- HEALTH SAFETY
- SELLING TO TOURISTS
- DESSERT SPECIALTIES

These chapters cover ALL of the important questions you must consider to be successful:

- How to create a **business plan** for your ice cream shop
- How to **keep books** and manage cash flow
- How to Identify your **customers**
- How to buy an **existing** ice cream business
- How to organize a **management plan**
- Should you buy an ice cream **franchise?**
- Deciding on **financial structure** and partnerships
- What **size shop** to open
- Interior and exterior **design** of your shop
- **Equipment** and supplies you need

Selling to Tourists

I have never seen an ice cream shop guide that covered this very important subject, perhaps because none of the writers have experience in this risky, sophisticated but hugely profitable field. Selling to tourists requires a surprisingly different approach than selling to steady customers.

Avoid Costly Mistakes

**You can save many times the price of this guide
before you even open!**

As in any business there are mistakes new entrepreneurs can make early-on, such as:

- signing the wrong lease
- not making a business plan
- offering the wrong products
- not identifying your target market

These mistakes are hard to correct later, can cut profits and make your life miserable. We clearly identify them for you and explain how to avoid them. This book offers more than facts. It offers WISDOM. *Ice Cream Dream* can save you many hours of research, help you avoid serious errors and give you information you need to open your own ice cream shop.

Similar guides of a more limited nature written by less knowledgeable people are selling for up to €25 Euros. If you **buy *Ice Cream Dream* now**, you can have this invaluable startup tool for

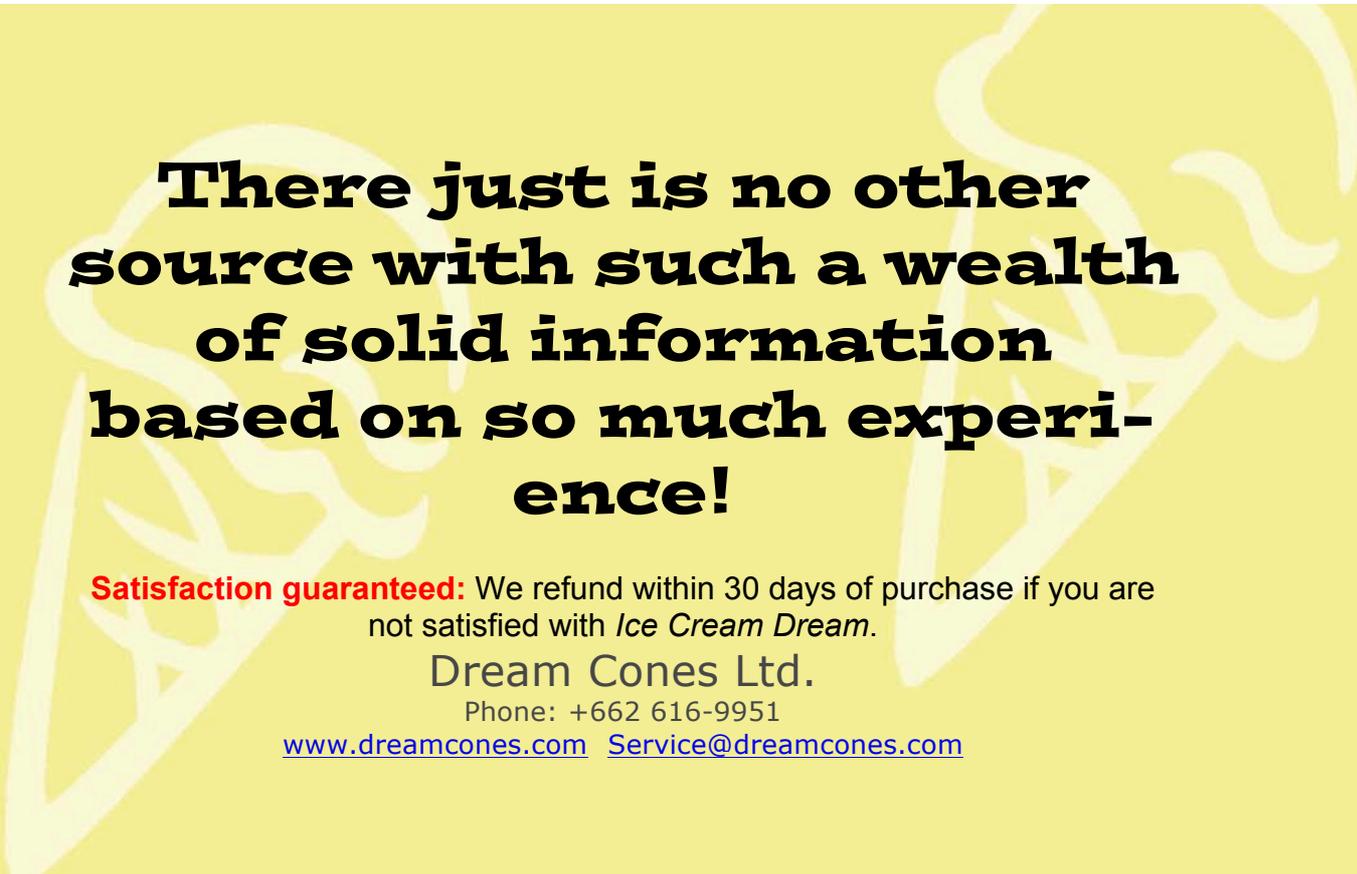
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