



jenis
SPLENDID ICE CREAMS



A NOTE FROM JENI - - -

I believe flavor is everything. Flavor is where you go, what you gather, and what you do with it. Flavor is your adventure. Your culture. Your interests. The choices you make. It's what surrounds you. It's the lens through which you see the world. Your name. Your character. Everything you stand for. Flavor is who you are.

And I have spent my entire life exploring it.

We make ice creams that tell stories. Of the hundreds of growers, makers, and producers with whom we work. Of place, history, and tradition. Of art and pop culture. And we do it in a way that brings people together and celebrates community. The flavor of our ice creams is so much more than what you experience on your tongue. Flavor is the why and how behind every single thing we do.

Have fun finding your flavor!

Jeni

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COMPANY OVERVIEW

CORE MISSION

Jeni's promises to provide quality ice creams with bright flavors and clean finishes. Jeni's strives to make people feel good by growing its business through its local community, providing well designed spaces, and making customer service a true priority to the overall experience.

HISTORY

Jeni's Splendid Ice cream started with a hobby that Jeni Britton Bauer picked up during her time in art school. She had other hobbies of blending her own oils and perfumes which sparked her interest of mixing ingredients in baking. Her first store prototype launched under the name Scream Ice cream where Jeni sold one flavor a day, such as salted caramel and wildberry lavender. She closed Scream after realizing her passion was in making homemade ice cream over using machines to mix her ingredients.

Her inspiration and passion drove her to open her first permanent, Ohio based ice cream shop in 2002. She wanted to provide ice cream with whole ingredients and milk sourced from grass fed cows. Currently, her stores have expanded outside the Ohio Market into 10 different states with over 30 stores. Her stores have their own unique layouts with an assortment of homemade ice cream flavors and branded merchandise.





BRAND POSITIONING

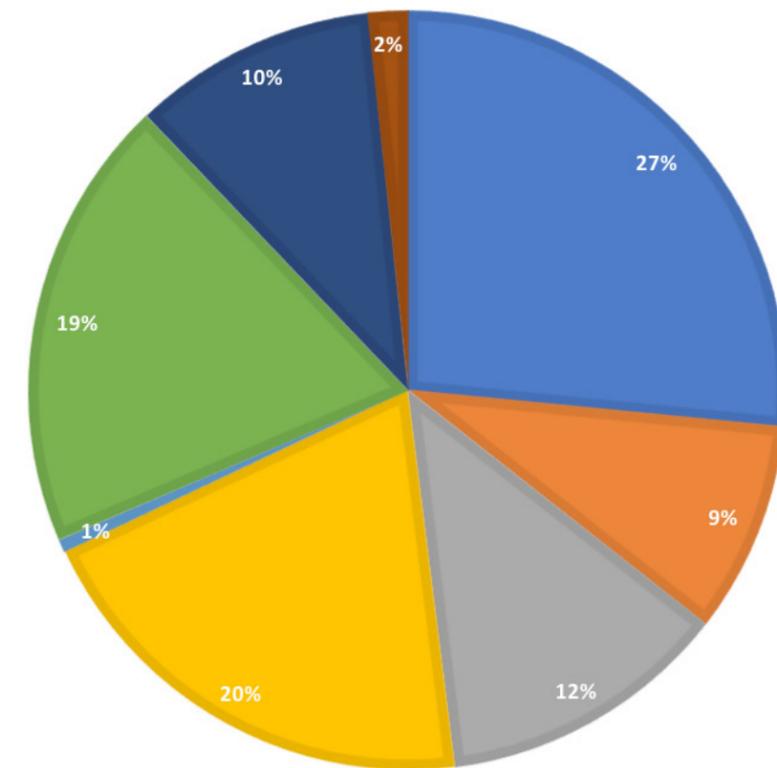
Jeni's is known for selling an entire experience through a sense of community, a feel good atmosphere, and quality ingredients that make unique flavors and tastes for customers to interact with. These are the elements that make it stand out from its competitors and thrive within the service industry.

SIZE OF BUSINESS

In Jeni's most current, annual numbers, the company sold over 5.5 million scoops bringing in roughly 30 million dollars worth of revenue. In regards to its market share, Jeni's makes up a small portion of percent 0.2% when compared to the number of ice cream and frozen novelty sales in 2018 which brought in roughly 2.8 billion dollars. When comparing its number of sales to their current competitors, Jeni's market share is around 2%.

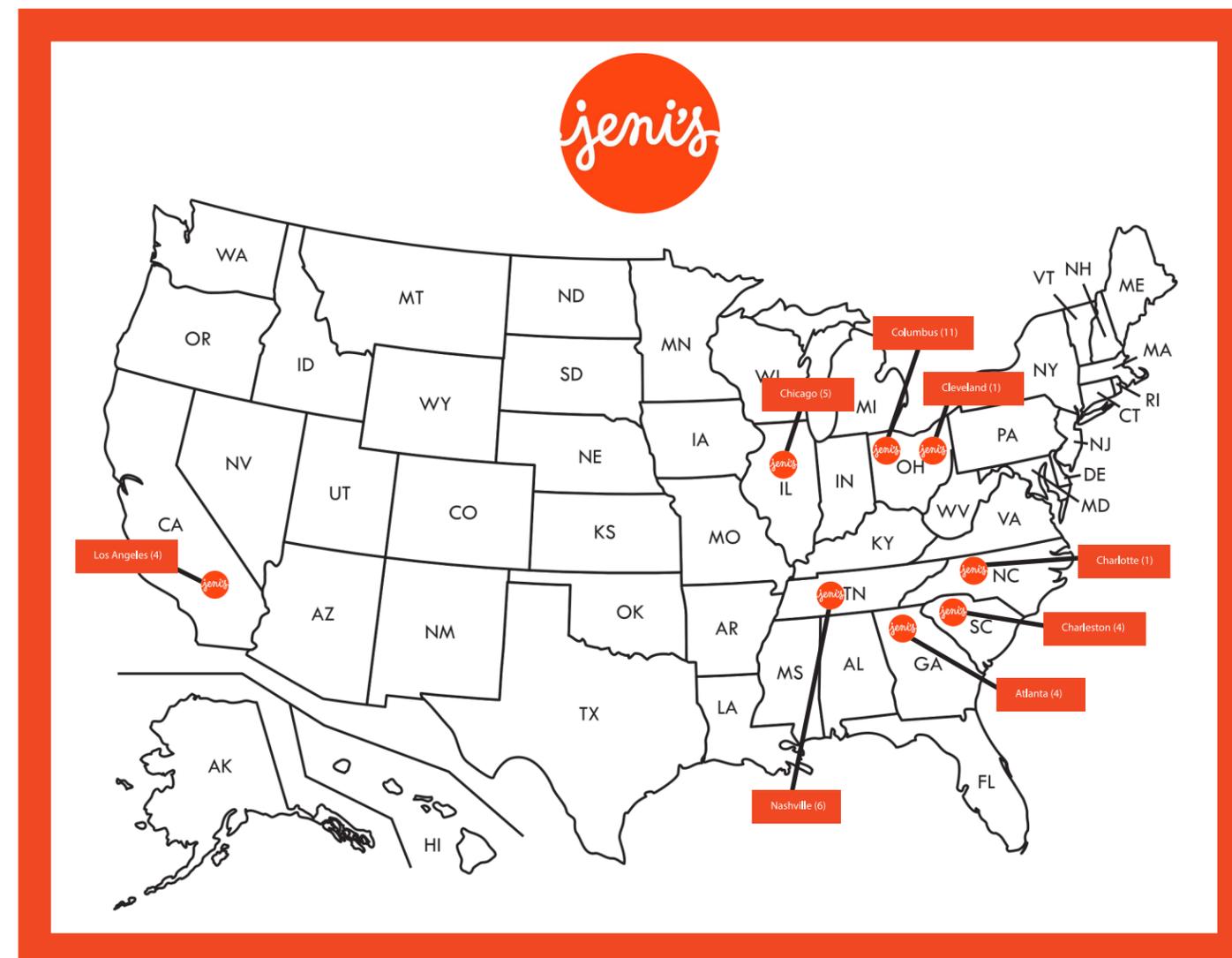
JENI'S MARKET SHARE IN COMPARISON TO ITS COMPETITORS

■ Ben and Jerry's ■ Baskin Robbins ■ Haagen Dazs ■ Cold Stone ■ Kilwins ■ Halo Top ■ Menchies ■ Jeni's



NUMBER OF STORES & ONLINE PRESENCE

Jeni's currently has 34 brick and mortar locations across the United States. A majority of its locations are based out of Ohio as this is where the brand started out in 2002. In the stores, customers are able to purchase ice cream by scoop, in pints to take home, and buy other branded merchandise such as tee shirts, hats, cookbooks, and magnets. Pints may also be found in select grocery stores across the countries that cater to higher income such as Fresh Market, Publix, and boutique/local stores that are in close proximity to a Jeni's brick and mortar. For its online presence, customers are able to purchase ice cream up to a minimum of three pints, sauces such as caramel and hot fudge, cookbooks, and branded merchandise similar to what is sold in the physical locations.





COMPANY PRICING STRATEGY

Jeni's works closely with individual farms to provide the best quality ingredients at an affordable price point for their product. They value quality over quantity when selecting the ingredients that go into their ice cream. Their 'profit per scoop' is dependent on the flavor profiles of each ice cream; where some flavors are more expensive than others.

They source their fruits and dairy from Oregon and Michigan, as well as Hersh Family Farms in Ohio and their vanilla is from Madagascar. For instance, their most popular flavor "Brown Butter Almond Brittle" is more expensive to produce, thus this flavor has a lower profit margin. Whereas, their vanilla flavor is cheaper to produce because it has less expensive ingredients. So their overall profit averages out between the high and lower cost of goods.

Because Jeni's profit margin is so small and their product is not overly expensive, they rely heavily on the quantity of sales volume, foot traffic, and brand loyalty to make sales. They are aware of the consistently high traffic volume and its effect on the number of sales to bring in profit.

CUSTOMER OVERVIEW

Jeni's Splendid Ice Creams is targeted to a wide range of customers ranging from kids and families to groups of friends both young and middle aged. Customers look for quality ingredients, good customer service, support for local businesses, and an experience that they can remember. This includes many customers taking pictures of their ice cream as an art and sharing these in store experiences as memories with friends and family. Jeni's is also capable of targeting a diverse range of consumers through its store layout and design. The space is both colorful and playful, yet minimalist and cleanly laid out which is trending on both social media and fashion.





TARGET CUSTOMER

Youthful / Values Experiences

Ages 18+

Location: Suburbs & gentrified communities

Income: Median level of disposable income

Education: High school or higher

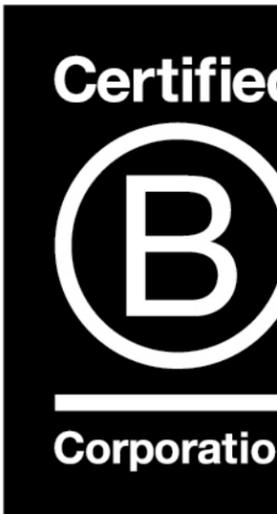
Activities: Enjoys social media and sharing their life online

VALS

Experiencers : These consumers are the high-resource group of those who are motivated by self-expression. They are the youngest of all the segments, with a median age of 25. They have a lot of energy, which they pour into physical exercise and social activities. They are avid consumers, spending heavily on clothing, fast-foods, music, and other youthful favorites, with particular emphasis on new products and services.

COMPETITIVE ADVANTAGE

Jeni's has a unique company culture that works closely with minorities and women-run businesses. They are a certified B corporation which means they are legally obligated to train their workers on a more ethical basis, being fully transparent in their business practices, and balancing purpose and profit. These corporations make up a small population of brands such as Eileen Fisher. All ingredients are locally sourced. The milk comes directly from Ohio, grass fed cows and the addition of buttermilk makes it sweeter and creamier. The flavors are natural and locally sourced from a variety of shops in Georgia, Missouri, Ohio, and Chicago. Jeni's provides dietary options (gluten and dairy free alternatives), and one of a kind flavors such as brambleberry crisp and wildberry lavender.



TRENDS

For macro trends, transparency has become a major importance to the consumer. Not only do they want to enjoy their ice cream, but the ingredients matter and the company culture is what drives them to the store. Many companies are continuing to release more information about where their products are sourced and what they stand for. Also, consumers want experiences. They want to walk into a store and feel welcomed, interact with others, and be able to take home a memory. Convenience and efficiency has also become a trend as technology has become a huge part of the consumer experience. This may be anything from checking out through an app or reading a quick review on a local ice cream shop. Lastly, consistency is key in both service and product offerings.

In regards to purchasing habits and aesthetic, many consumers are leaning towards a minimalist lifestyle. Whether that be in clothing or interior design. Consumer have a thirst for simplicity. This is heavily influenced by the Jeni's culture. All of her stores are simplistic with minimal colors, the iconic orange logo, and typefaces that are easy to read and witty in style. There is also a nostalgic trend occurring as well. In other words, many companies are going through gentrification by revamping old buildings and placing their businesses within these spaces. Jeni's has a modern, nostalgic atmosphere recreated to be a very local, mom and pop shop. Customers are treated like family and allowed to try as many flavors as they please with little silver spoons provided. Many of the floors are composed of black and white, mosaic tiling, the menu is a schoolhouse chalkboard, there are market lights, and the LED logo brings it back in time. It is also modern with the pops of bright colors and with the employees wearing casual attire to work.



INTERNATIONAL EXPANSION

OBJECTIVES FOR EXPANSION

By expanding into the London, we will spread Jeni's into its first international market space and grow the brand's reputation abroad. The overall goal is to establish a Pop-Up shop that will ease the brand into the London marketplace and build a large enough following to eventually open up a brick and mortar store by the end of our 12 month plan in year 2020. Our primary objective is not make money off of the Pop-Up, but to build up a reputation that is large enough to establish a profitable and permanent residence in the UK by the end of 2020.

COMPETITION

Ruby Violet, London

Chin Chin Ice Cream and Dessert Club

Udderlicious Ice Cream



*-Jeni Britton
Bauer*

COMPETITOR #1

Ruby Violet, London

Ruby Violet is a local dessert shop that sells handmade ice creams, sorbets, and other frozen treats. They have two London based locations at Tufnell Park and King's Cross. They also carry other menu items such as summer cocktails, teas and pudding. Ruby Violet also offers tasting events and classes where customers can learn more about the company and make ice creams to take home. The store provides open, event spaces for special occasions.

Pricing:

Customers pay by the scoop

1 Scoop = £3 (\$1.27)

Milk shakes are £6 (\$7.63)

Advantage:

They offer classes for making cakes and ice-cream for customers to learn and have an interactive experience with their brand. They also have a greater selection of product and the London consumer is more familiar with their brand since they are UK based. Their ice cream is also less expensive than Jeni's because they do not use as expensive and fresh of ingredients as Jeni's.



COMPETITOR #2

Chin Chin Labs, London

Chin Chin Labs is a local dessert shop that sells homemade ice cream, frozen yogurt and cakes. They are located in London at Camden Market and Soho, UK. Each store has a different menu with its own unique flavors such as Burnt Butter Caramel and Bee Pollen Honeycomb. For the ice cream, they use liquid nitrogen which is a major trend in many creameries around the globe. Their overall mission is to simply provide their customers great flavors and happy moments.

Pricing:
Customers pay by the scoop

1 scoop = £3.95 (\$5.02)

Advantages:

They have a global presence already with locations in both the UK and USA. Their brand is widely know in London and they are a local favorite. Chin Chin offers a larger assortment of product than Jeni's, like frozen yogurt, coffee, hot chocolate, cakes and cookie dough.



COMPETITOR #3

Udderlicious Ice Cream, London

Udderlicious Ice Cream is a London based ice cream shop that sells handmade ice creams, vegan options, and sorbets. They do flavor collaborations with Malin and Goetz, a luxury cosmetic line.

Pricing:

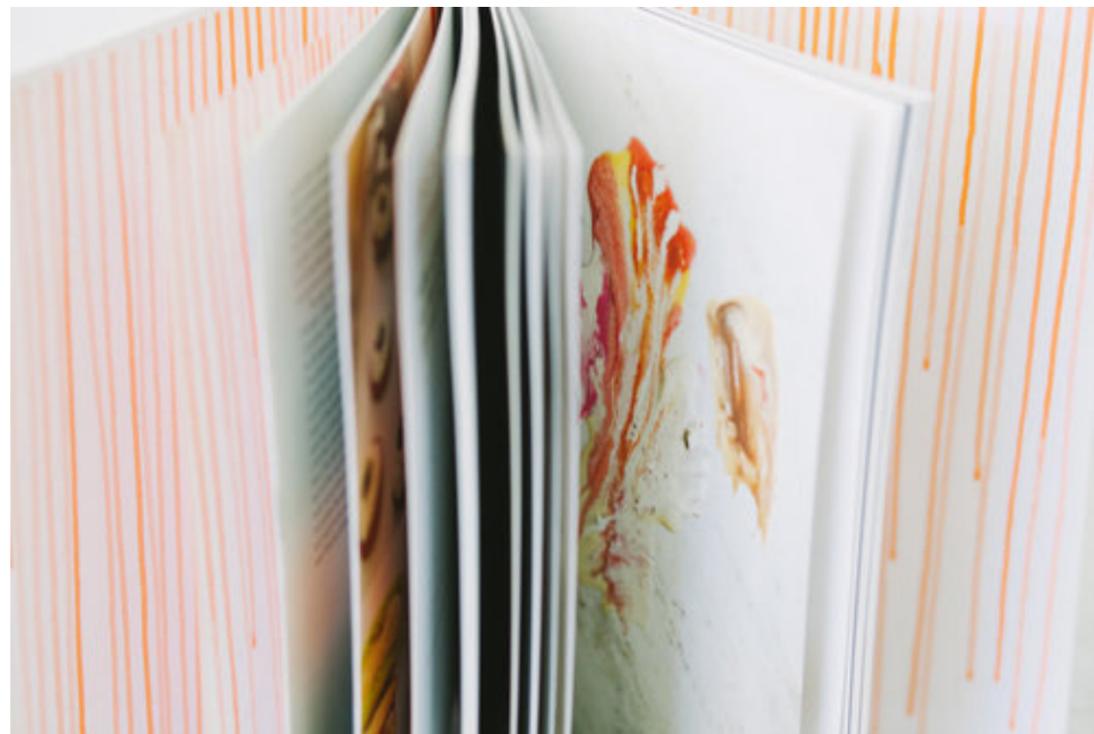
Customers pay by the scoop

One Scoop= £ 5 (\$6.36)

Advantages:

They often have flavor collaborations with local luxury beauty brands where they offer their ice cream flavor profiles to be included in lip balms and candles. This elevates the brand image and gives them an advantage Jeni's does not have by reaching beyond the service industry and into the cosmetic industry. They also specialize in vegan ice cream and have a largest assortment of it than Jeni's.





SWOT ANALYSIS

Strengths

- Ice Cream contains no synthetic dyes or packaged ingredients
- Local shop atmosphere that aligns with consumer trends in retailing
 - Buttermilk makes the ice cream creamier and sweeter
 - All ingredients are locally sourced and fresh
 - Diet friendly with dairy free flavors and gluten alternatives.
- Sell branded merchandise like bags, cookbooks, tees, sprinkles and to-go ice cream pints.

Weaknesses

- They are a very small company only located in a few states.
- Locally sourced ingredients are all from the United States.
 - Brand reach is harder due to its smaller company size.
- Ice Cream still contains high amounts of sugar which can turn off consumers

Opportunities

- Rising demand for more unique flavors.
- Impulsive purchasing of ice cream is continuing to rise.
 - Declining sales of low quality ice creams.
- Shift away from store bought ice cream brands.

Threats

- Rising demand for lactose free options.
- Higher numbers of North Americans and Europeans becoming more health conscious.
 - large market with a lot of competition

LOCATION AND SITE SELECTION



X



Jeni's Pop-Up x Dover Street Market London

Dover Street Market, 18-22 Haymarket, London SW1Y 4DG

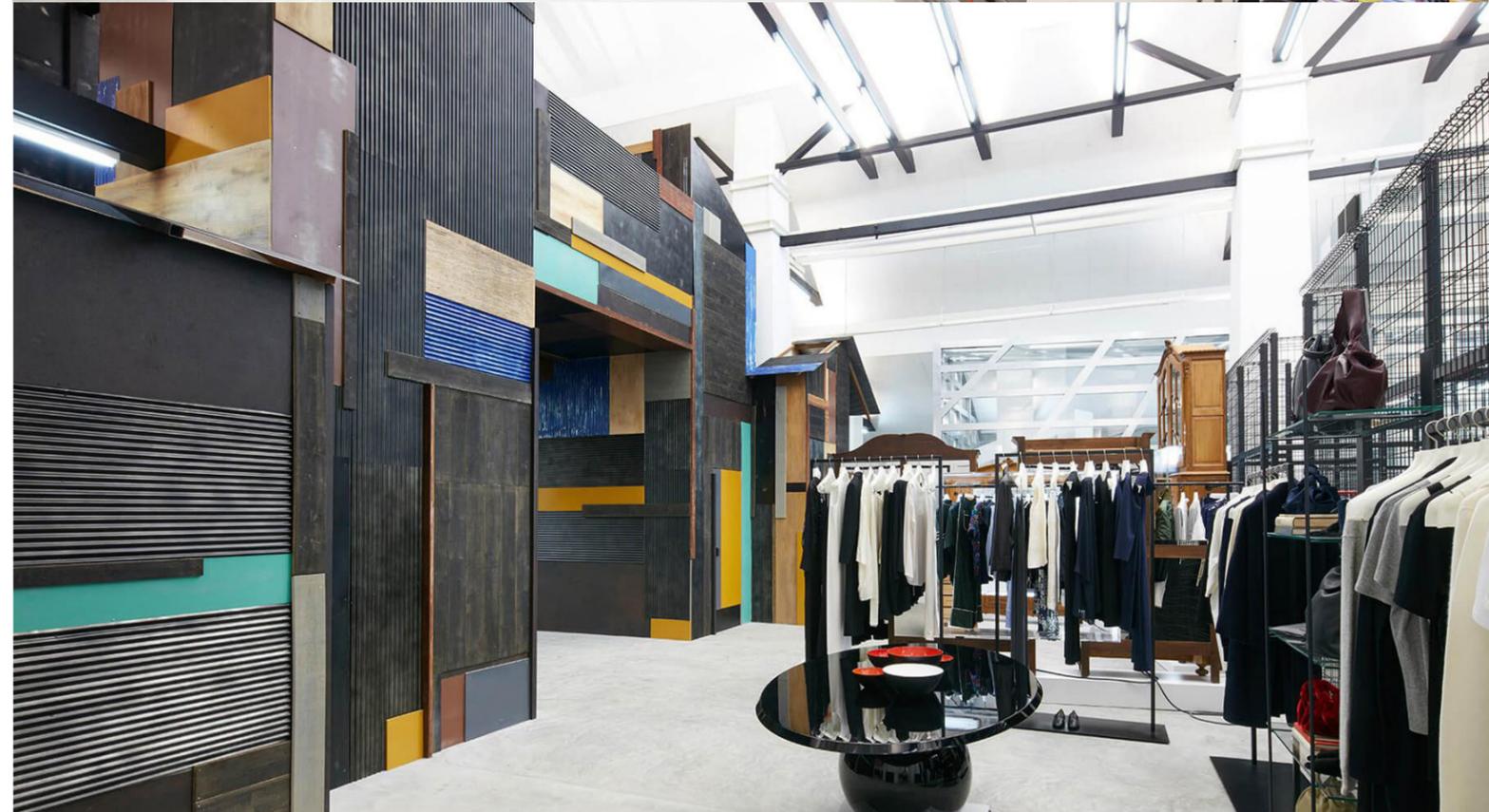


SELECTED LOCATION ANALYSIS

London has a unique assortment of eateries that provide locals and tourists with a wide variety of options. Jeni's locally sources their ingredients as does many markets in the heart of London. Jeni's store atmosphere also fits well aesthetically into the London community. The customers in London are willing to spend higher prices on better quality foods. For Jeni's, she makes premium flavors that are able to be sold for higher prices.

Dover Street Market is a global market with stores in London, Tokyo, Singapore, Beijing, Los Angeles, and SOHO New York. Dover street is known for being a concept marketplace where retail boundaries are taken a step further by providing immersive customer experiences. As a concept market, most of the stores are primarily pop ups in a stall-styled fashion. People come to Dover Street Market to experience artistry from all sectors of the retail industry. This can be anything from a sportswear brand to a local bakery that hand designs their pastries. It is also a place for designers to collaborate with the brands through intricate window displays and handmade installations.

Jeni's profit tactic is due to high traffic volume which is already a preexisting factor of Dover Street Market. Jeni's is a one of a kind styled shop with artistic elements and whimsical features. With that being said, the brand would fit well at Dover as a new and emerging brand into the London market.



PEST ANALYSIS

Political

- Post Brexit trade policies (after UK split from the European Union)- UKTPO.
- Politically stable environment with less changes to policies and regulations.

Economical

- 20% sales tax on most goods and services (Value Added Taxes)
- Livestock farming of sheep and cattle are major agricultural activities.
- Prices of goods increased due to pound value increasing cost of imported goods.
 - Minimum wage is 7.83 pounds as of April 2018.
 - 1 dollar= £0.7
- Holiday, minimum wage, sick pay, maternity/paternity leave are protected.
 - London is one of Europe's most populated metropolitan cities
 - Increase in store closures due to high costs.
- Large markets which allows businesses, both large and small to be profitable

Socio-cultural

- Companies are developing products to provide a variety of races and cultures.
 - Tourism is high in the summer due to the weather.
 - £ 127 Billion a year in tourism alone.
 - Concept stores have been safe entries for newer businesses
- Consumers not only want to buy, but use these brands to express individuality.
 - Rise of sustainable practices in consumer purchasing habits: re-commerce.

Technological

- £ 28 billion invested in technology
- Rise of social media outlets to inspire shoppers to purchase.





TARGET MARKET ALIGNMENT

Since the global crash of 2008, ice cream preferences have shifted to more affordable prices and local-styled brands. The target market for ice cream shoppers in the United States and the UK are very similar. They can be broken down into impulsive, artisanal, and take home customers. Jeni's ice cream provides a wide arrangement of products to satisfy the needs of each of these shoppers. Her shops have fresh ingredients, affordable prices, take home pints, and a welcoming, attractive environment to bring in the impulsive ice cream shoppers. In the UK, the artisanal ice cream shoppers make up the smallest percentage at around 20% due to the small number of local shops that provide the high quality ingredients over the name brand shops with more standard, universal ingredients. With that being said, Jeni's can tap into this market with their unique flavors and promise to serve high quality desserts. Over 50% of the target market also sees ice cream as a treat and something to spend money on for indulgence. In regards to Dover Street Market's target market, they are upper class consumers who are willing to spend money on experiences through purchases of luxury goods.



PRICING STRATEGIES ALIGNMENT

Jeni's USA Product Pricing (all in USD)

Single scoop (1 full scoop) - \$5
Standard (2 half scoops) - \$5
Trio (3 scoops + waffle wedge) - \$6 dollars
Kids scoop (half scoop w/ a special cone & sprinkles) - \$4.25
Pints (To-Go) - \$12

EXTRAS:

Waffle Cone or Bowl - \$1.25
add half scoop for - \$1

Jeni's UK Product Pricing (\$ USD to £ UK Pound conversion)

£ 1 = \$1.27

Single scoop (1 full scoop) - £3.95
Standard (2 half scoops) - £3.95
Trio (3 scoops + waffle wedge) - £4.74
Kids scoop (half scoop w/ a special cone & sprinkles) - £3.36
Pints (To-Go) - £9.50

EXTRAS:

Waffle Cone or Bowl - £0.99
add half scoop for - £0.79

*Bowls and normal cone: FREE (no profit, all profit comes from the price of the ice cream only, both US & UK).

MARKET ENTRY

ENTRY MODE

The entry plan will run for 12 months with the end goal evolving into a stand alone, brick and mortar. In order to gauge the market space, the brand will test the market by entering London as a stand-alone, pop up shop in Dover Street Market.



LAUNCH PLAN: 12 MONTH PLAN

Jeni's will begin its research in 2019 with an anticipated launch in 2020.

1st Quarter:

January - March

Planning, Allocating, Designing, Negotiating, Sourcing, Training. This time will be used for research and preparing for the pop-up event. All build outs, hiring, training, allocating and anything else needed to get ready for the event will happen in these three months leading up to the launch in April.

2nd Quarter:

April - June

Pop Up Launch

This mode of entry will align best with objectives of spreading brand awareness with lowering costs of entry. The pop-up will run for 3 months in this location. We plan to launch in April at the start of Spring when the weather starts to warm up because this is when people buy cold items the most.

3rd Quarter:

July - September

Evaluating and Post-Planning. Closing of Pop-up. August & September will be used for planning/finding a brick and mortar store as well as evaluating how the pop-up did and if we reached our goals.

-Did we reach the right people?

-Did we reach awareness goals?

-Did we make profit?

4th Quarter:

October - December

Signing a lease, moving in, build out, hiring, training, sourcing and marketing/advertising. December will be used for the opening of stand alone brick & mortar location in time for Christmas.

AREA ANALYSIS

There is a separate mini concept store next to the main entrance into Dover Street Market. This location was chosen because of its view from the street in a high traffic area. Customers can enter and leave Jeni's without having to physically walk into Dover Street Market. They do not have to search for the pop up on a store directory. The store also has a large window for displays in order to advertise the name out to the public. This will increase brand reach which will potentially increase overall sales. It is also a high traffic area as it is in the vicinity of many local and tourist attractions such as the Empire Theatre. The space is also accessible as there is a bus stop right out front for the convenience of employees, a public parking deck one block down that is designated for Dover Street Market, and a trolley transit less than a quarter mile from the shop.

RENT

Average rent for space at Dover is £350,000 a year for a 12 month lease. Since we are only leasing for a quarter of the year, we divided the rent cost over 12 months and multiplied it by three months to get a rent fee of £87,500.





DSM along Haymarket Street. Store Front east facing. Image via Google Maps.



Image capture: Oct 2018 © 2019 Google Terms Privacy

Far east end of DSM, along Haymarket Street. Image via Google Maps.



Image capture: Oct 2018 © 2019 Google Terms Privacy

Far east end of DSM, along Haymarket Street. Image via Google Maps.

STORE DESIGN PLAN

The space will reflect a similar design and aesthetic to the stores found in the United States. The store will be minimal with hexagonal tiled, black and white flooring, white walls, Jeni's logos, and pops of color. Since it is London and we are trying to promote the brand, we will also add playful elements to make it welcoming and inviting to crowds at Dover Street Market. Since the space will be open and inviting, it will be a free form layout where customers are able to walk around the space to taste flavors, speak to Jeni's employees, and even relax in the seating areas. For customer traffic it will be more of a linear flow of waiting to selecting/purchasing to eating, and then to leaving the store. They walk through the front doors and order ice cream directly in front of them. The line to buy/try ice cream will have point of purchase merchandise like books and tee shirts as a way to increase sales for this sector of the assortment plan.



POP-UP SHOP RENDER



HUMAN CAPITAL

We plan to bring over a core team of 4 individuals from the American corporate office for UK expansion. This team will consist of the founder Jeni Britton Bauer, a Financial Officer, Head of Interiors and Design, and the Marketing Director. This team of 4 will facilitate mainly in the pre and post months of the 12 month integration plan. The Financial Officer will stay behind during the 3 month pop-up period to help oversee the event and act as lead manager, while the other three operate business and oversee from the corporate office. Along with this core team of 4, we will temporarily hire 3 full time and 2 part time employees to run our pop-up inside of DSM during its three month run period. After the pop-up is complete, these employees will be let go. If the pop-up does well enough to open a stand alone store by the end of the 12 month plan, these temporary employees will hold precedence over others during the employee hiring process. We will promote our hiring through DSM's and Jeni's Ice Cream social media, as well as in store at DSM's London location 3 months leading up to the pop-up opening.

Employee duties will include customer service like serving customers and maintaining the space. These employees will be hired during month 3 of our 12 month plan. Training will occur 2 weeks before the pop-up opening on week 1 of month 4. Employees will be hired locally out of London, as this would reduce costs of transferring people across seas. After the pop up, the corporate office and core team of 4 will analyse the results and plan the next steps of the brand extension. When opening the new brick and mortar store at the end of the 12 month period, Jeni's will hire 10 part time London based employees with one manager and an assistant. They will be in charge of store operations and hiring. Employees will be paid the same rate as was in the pop up.



EMPLOYEE PAY

When deciding on how much to pay our employees, we took into account the set minimum wage and living wage that is established by the British government. In the UK, the national living wage for workers 25 and over is £8.21. Considering Jeni's is a Certified B Corporation that "meets the highest standards of verified social and environmental performance, public transparency and legal accountability", we chose to pay our employees above the average minimum wage in order to offer our them a comfortable living wage at £12/hr. According to the Certified B Corporation values and mission statement; "Society's most challenging problems cannot be solved by government and nonprofits alone. The B Corp community works toward reduced inequality, lower levels of poverty, a healthier environment, stronger communities, and the creation of more high quality jobs with dignity and purpose. By harnessing the power of business, B Corps use profits and growth as a means to a greater end: positive impact for their employees, communities, and the environment."

**Part Time: £12 an hour
20 hrs wk (12 wks)
Times 3 employees = £8,640**

**Full Time: £12 an hour
40 hrs week (12 wks)
Times 2 employees = £11,520**

FINANCIAL

Pop-Up Shop Sales Projections:

Total Sales Goal for April: £56,550

- Ice cream sales: £50,000
- Waffle cone sales: £1,500
- 375 of 1,500 pints will be sold (£10 each): £3,750
- 50 of 250 tee shirts sold (£20 each): £1,000
- 10 of 50 books sold (£30 each): £300

Total Sales Goal for May: £77,050

- Ice cream sales: £70,000
- Waffle cone sales: £1,500
- 375 of 1,500 pints will be sold (£10 each): £3,750
- 75 of 250 tee shirts sold (£20 each): £1,500
- 10 of 50 books sold (£30 each): £300

Total Sales Goal for June: £102,100

- Ice cream sales: £90,000
- Waffle cone sales: £1,500
- 750 of 1,500 pints will be sold (£10 each): £7,500
- 125 of 250 tee shirts sold: £2,500
- 20 of 50 books sold (£30 each): £600

Total Sales for April, May and June = £235,700

BUDGET

Income Statement (P&L)

-----REVENUE-----

TOTAL ICE CREAM SALES £229,500

Ice-Cream Sales: £214,500

Ice-Cream Pint Sales: £15,000

TOTAL MERCHANDISE SALES: £6,200

Tees £5,000

Books: £1,200

TOTAL REVENUE: £235,700

-----COGS-----

Sourcing Fees/Delivery £1000

36 deliveries times 20 pounds each delivery

Take-home Pints (£3 each to make) £4,500

Total Cost of three gallon tubs (£30 each) £21,600

Non-Perishable Ingredients £6,000

Cups £250

Spoons £120

Napkins £230

Jeni's Merch (Shirts)- £1250

Jeni's Merch (Books)- £750

TOTAL COGS: 35,700 pds.

GROSS MARGIN: £200,000

EXPENSES

--Planning Expenses--

Design/Installation/Construction £23,707

Travel £2,370

Lodging £3,793

Training and Hiring £395

Decor £1,278

TOTAL PLANNING EXPENSES: £31,543

--Pop Up Launch Expenses--

Utilities £885

Labor

Part Time: £8,640

Full Time: £11,520

Uniforms £400

Equipment £2,765

Marketing/Overhead £25,500

Property

Rent (£350k per year/12... times 3 months) £87,500

TOTAL POP UP LAUNCH EXPENSES: £137,210

Post-Pop Up Expenses

Breakdown, Travel, Lodging. £6,500

TOTAL POST POP UP EXPENSES: £6,500

OPERATING PROFIT: 24,747 pounds



INVENTORY

For our inventory levels, our three gallon tubs cost on average 30 pounds per container to make. With ice cream sales prices and markup, each container serves roughly 90 scoops making it bring in around 300 pounds of sales each tub with a price for one scoop at 3.95 pounds. We lowered the amount to take into consideration loss of revenue from ordering an extra scoop which is cheaper than 3.95 pounds. Every month, Jeni's will increase the amount of each flavor inventory by 10 as the pop up projects to gain more traffic as brand awareness continues to increase.

3 Month Pop-Up Inventory Shares

Books 0.5% of overall sales
T-Shirts 2.1% of overall sales
Ice Cream 91% of overall sales
To-Go Ice Cream 6.4% of overall sales

Inventory Turnover

(Average stock value/ Total Average projected sales)

Sales Projection: £235,700/3 (months): £78,567
Stock Value: £267,100/3 (months): £89,033

Turnover: 0.88

PROJECTED INVENTORY

April

30, three Gallon Containers of Vanilla (£300 each): £9,000
30, three Gallon Containers of Chocolate (£300 each): £9,000
30, three Gallon Containers of Brown Butter (£300 each): £9,000
30, three Gallon Containers of Frosé (£300 each): £9,000
30, three Gallon Containers of London Fog (£300 each): £9,000
30, three Gallon Containers of Cream Puff (£300 each): £9,000
50 Books: £1,500
250 tee shirts: £5,000
1,500 Take home pints: £15,000
Waffle Mix makes 3,000 Waffle Cones
2,000 bowls

May

40, three Gallon Containers of Vanilla (£300 each): £12,000
40, three Gallon Containers of Chocolate (£300 each): £12,000
40, three Gallon Containers of Brown Butter (£300 each): £12,000
40, three Gallon Containers of Frosé (£300 each): £12,000
40, three Gallon Containers of Crunchie Candy (£300 each): £12,000
40, three Gallon Containers of Brambleberry)(£300 each): £12,000
40 Books: £1,200
200 Tee Shirts: £4,000
1,125 Take home pints: £11,250
Waffle Mix makes 4,000 waffle cones
2,000 bowls

June

50, three Gallon Containers of Vanilla (£300 each): £15,000
50, three Gallon Containers of Chocolate (£300 each): £15,000
50, three Gallon Containers of Brown Butter (£300 each): £15,000
50, three Gallon Containers of Frosé (£300 each): £15,000
50, three Gallon Containers of basil cucumber (£300 each): £15,000
50, three Gallon Containers of gooey butter cake (£300 each): £15,000
30 Books: £900
125 Tee Shirts: £250
750 Take home pints: £7,500
Waffle Mix makes 5,000 waffle cones
2,000 bowls



ASSORTMENT PLAN

We will have a total of 6 flavors of ice cream on hand at all times during our 3 month pop-up shop. Our flavor assortment will consist of 4 core flavors that will always be available and 2 featured flavors that will change every month. These 2 featured ice creams will have flavor profiles that reflect the city of London and signature US home tastes.

Core Flavors

Milkiest Chocolate, Honey Bean Vanilla, Brown Butter Almond Brittle, Frosé Sorbet

Core flavors will take up 50%, London based flavors will take up 30% and US based flavors will take up 20% of our overall sales projection for ice cream sold.

Featured Flavors

Month 1:

London Based Flavor: Lavender London Fog

United States Based Flavor: Cream Puff

+ 4 Core Flavors

Month 2:

London Based Flavor: Crunchie Candy

United States Based Flavor: Brambleberry Crisp

+ 4 Core Flavors

Month 3:

London Based Flavor: Basil/Cucumber Sorbet (Lactose Free)

United States Based Flavor: Goopy Butter Cake

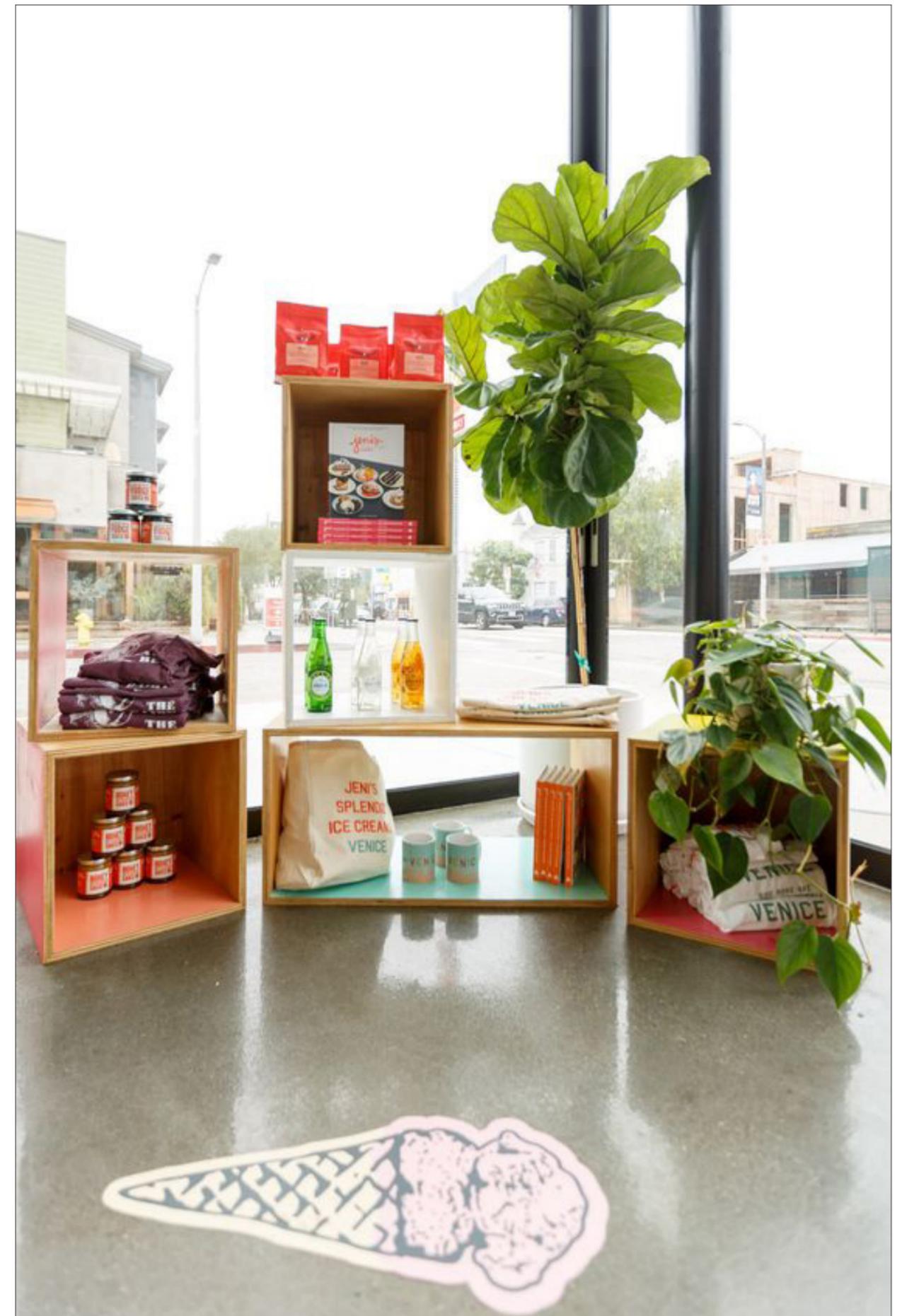
+ 4 Core Flavors



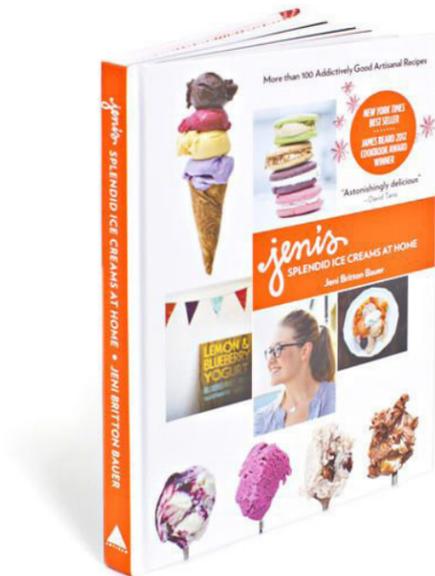
MERCHANDISE

What should we include based on our local London customer?

Our inventory provides a mixed variety of flavors that are both American and London based. The American flavors will include top sellers that were started in Jeni's first Ohio based store. These popular flavors will increase brand awareness. The London based flavors will make the assortment more unique and creative. We decided to use London designed flavors as a way to penetrate into the palettes of local London folk, such as tea and Crunchie candy flavors. Overall, the merchandise will have both top sellers to increase brand awareness and recognition, but also London flavors to tie in an artisanal attraction for other taste palettes. Other merchandise will act as souvenirs as we see the pop up as a tourist attraction to some people. The cookbooks will have recipes for Londoners to buy which will help spread Jeni's brand aesthetic out of the United States. Also the tee shirts will be one of a kind and act as a memoir to the pop up. These will act as point of sale purchases where customers will pick these items up while waiting in line for their ice cream.



Books: This will be the same cookbook that can be purchased in Jeni's stores in the United States. Cost for one book is £30 pounds and we will have 50 books in our Pop-Up inventory. We hope to sell at least 25 books which is 50% of overall book inventory



Tee Shirts: These will be one-of-a-kind tees that can only be purchased in the Jeni's pop up. We are going to stock 250 tees and hope to sell all 250 by the end of the three-month pop up.



For the three-month pop up, merchandise sales are projected to make up 1.2% of total overall sales.

We will strategically source our milk and dairy raw materials locally as well, keeping inventory more fresh and affordable. Because we will have the raw materials produced right there in the UK, we will make the products on a need-to-basis, in effect having a more controlled inventory stream so there isn't much wastage. This also helps us save money on import tariffs.



INTEGRATED MARKETING PLAN

Objectives

To emerge Jeni's ice cream into the London market and build brand awareness. Financially, the primary objective is to not make profit, but building brand awareness will bring overall profit when Jeni's decides to open its first London based brick and mortar.

Merchandise for Promotion

For merchandise, Jeni's will sell four core flavors that will attract a wide group of individuals. Traditional vanilla and chocolate will be our anchor flavors because many customers prefer simplistic flavors. We will also include Jeni's top two best sellers. These flavors will help attract more artisanal eaters and to increase brand awareness. Monthly featured flavors will also be for the artisanal eaters, to match the palettes of local London citizens, and to gain returning customers.

Jeni's will also sell branded merchandise. Tee Shirts that will be unique to the pop up with Jeni's logo and UK insignia. These will attract purchases from tourists and artisanal shoppers. Jeni's cookbooks will also be sold to attract purchases from shoppers interested in learning more about the brand. Take Home ice cream pints attract purchases from tourists, artisanal shoppers, and customers who prefer store bought, take home food and who want to enjoy our product from home.

Promotional Schedule and Budget

Most of the promotional activity will occur during the three month launch of the pop up.

Pre-Launch Promotion: £18,000

- Posting fliers and creative, Jeni's branded content around Dover Street market advertising the new pop up that is soon to open in April.
- Employee hiring posters around Dover Street and local bus stops.
- Instagram stop motion gifs and graphics on Dover Street page to market to new pop up.

During Pop Up Promotion: £5,000

- Building a colorful window display and exterior to attract customers
- Allowing free volunteers to assist with the window display by painting colorful designs.
- Creating an @Jeni'sGoneLondon instagram page promoting new flavors and specials.
- Snapchat Geo-Tags
- Employees will walk around Dover Street handing out free samples.

Post Pop Up Promotion £2,500

- Advertise the new store opening coming at the end of the year.

Instagram promotional outlets:

@jenibrittonbauer (114K followers) - Hope to gain 5K new followers post Pop-Up.
@jenisicecreams (175K followers) - Hope to gain 10K new followers post Pop-Up.
@doverstreetmarketlondon (534K followers) - Hope to gain 10K new followers post Pop-Up.

Merchandise Schedule

Assortment Plan:

We will have a total of 6 flavors of ice cream on hand at all times during our 3 month pop-up shop. Our flavor assortment will consist of 4 core flavors that will always be available and 2 featured flavors that will change every month. These 2 featured ice creams will have flavor profiles that reflect the city of London and signature US home tastes.

Core Flavors:

Milkiest Chocolate, Honey Bean Vanilla, Brown Butter Almond Brittle, and Frosé Sorbet. Core flavors will take up 50%, London based flavors will take up 30% and US based flavors will take up 20% of our overall sales projection for ice cream sold.

Featured Flavors:

Month 1:

London Based Flavor: Lavender London Fog

United States Based Flavor: Cream Puff

4 Core Flavors

Month 2:

London Based Flavor: Crunchie Candy

United States Based Flavor: Brambleberry Crisp

4 Core Flavors

Month 3:

London Based Flavor: Basil/Cucumber Sorbet (Lactose Free)

United States Based Flavor: Goopy Butter Cake

4 Core Flavors

Promotional Message

"Jeni's Gone International" Campaign

The campaign message will be playful and exciting.

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