



Open Your Own Ice Cream Shop

The American Dream is to have your own business. Working for yourself and reaping the benefits of your work. Opening a business is a lot of work and can be very expensive. If you are trying to get away from long hours and never getting a day off, then stay at your job. It takes a brave person to put everything on the line to get a new business going.



Your first thought is what type of business should you open.
Do you have a special talent?
Is there a specific area that interests you?

The next step is to look at ongoing business to purchase or opening a franchise. Either of these options will be more expensive, but the leg work is done for you. An on-going business already has customers and can be opened immediately. A franchise is a proven business model, so the design and menu are part of the package. If they have a big name, that can be a draw for customers. Just figure if a franchise fee of \$20 to \$30,000, every 10 years and royalties of 5-7% are worth it. You will also not be your own boss, you will need to get approval from the franchisor.

Our main goal was to be family friendly. We wanted a place where our teenagers could work. Many ideas were bounced back and forth. Food service was not our first thought, but we definitely enjoy our food. My husband used to manage a restaurant known for their ice cream and my grandparents ran an ice cream shop. There was already competition in the premium ice cream market, so a regular ice cream shop was not a good choice. My family has had allergies and food sensitivities. Then we found a concept of ice cream that customized each serving. This would allow everyone to have dessert together. Even if grandpa could not have sugar, Ben could not have dairy and Val could not have artificial coloring. Now this started to look good to us. An area of our knowledge and special interest, and there was nobody else like it in our area.

We are a small Mom & Pop shop and we do not want to franchise. We can give the training and information you need to get into the ice cream business. Nitrogen Ice Cream is our specialty, but we will review your area and make sure this is the best fit for you. We want you to be successful, so we will be honest about the ups and downs.

Spend 2 days with us in Louisville for private training and we will always be just a phone call away for more support.

Everyone takes a different journey to starting a business. If you feel that the ice cream business is a good fit for you, then email us at frank.nye@thearticscoop.com or alison.nye@thearticscoop.com.

Alison Nye

The Arctic Scoop

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Training includes Location/Site selection, leases, legal, equipment, safety, all ice cream methods, nitrogen, suppliers, design, menu, pricing, Health Dept., training employees and theft.