

Your Own Frozen Yogurt Store Presentation

No Franchise Fees. No Royalty Fees.
Your Store. Your Freedom. Your Way!

Your Self-Serve Yogurt Store Startup Information Guide 2012

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Background

- YSOTC has developed an industry-leading solution for self-serve frozen yogurt kiosks and stores start-up and profitable smooth operation
- Build Your own self-serve frozen yogurt kiosks/stores in High Traffic Commercial shopping Malls across North America
- YSOTC simple operating system enables you to succeed
- YSOTC is seeking upright and solid entrepreneurs across North America to scale this profitable business

The Frozen Yogurt Industry

- Overall self-serve frozen yogurt industry is booming and continues to grow rapidly
- Traditional ice cream and old fashioned frozen yogurt stores are struggling with declining profits
- Pressure from the new self-serve frozen yogurt kiosks with the innovative weigh and pay concept



Sample Self-Serve Frozen Yogurt Mall Kiosk Design



Sample Self-Serve Frozen Yogurt Store Design

Turnkey Store/Kiosk Figures

Working Capital	\$25,000.00
One Time YSOTC Advisory Engagement Fee	\$12,500.00
Store/Kiosk Build-out and Equipment Cost Estimate <small>(* The build-out cost estimate includes 5 double barrel 10 flavors soft-serve machines - when purchased with YSOTC Recommended Vendor saving you over \$50K in soft-serve machine costs)</small>	\$118,000.00
Permits, POS System, Supplies Opening Inventory, Grand Opening	\$18,500.00
Total Estimated Startup Store/Kiosk Cost	\$174,000.00 <small>(Compare this with most franchises demanding over \$250,000 plus franchise fees)</small>

Please Note: This projected budget is intended only as an estimate. It does not include cost to procure or prepare real estate and utilities. Existing condition of location, specific mall design requirements, finishes of fixtures and furniture may alter estimates significantly.

Projected Profit

Based on Average Daily Sales (300 Transactions A Day – Average Ticket \$6.73)	\$2019.00
Annual Sales	\$736,935.00
Annual Cost of Sales (COGS aka Food and Paper Costs) 20%	(\$147,387.00)
Gross Profit 80%	\$589,548.00
Operating Expenses 46% (Rent, Payroll, Insurance, Utilities, Advertising, Loan Servicing, Misc.)	(\$338,990.10)
Net Profit (before taxes) 34%	\$250,557.90

Significant Projection Contingencies: 90% of the total revenue derived from frozen yogurt, soft serve gelato and soft-serve frozen custard. 12 – month cycle of operation with adequate advertising and customer traffic. Operator run business. Key Variables are location, product offering, advertising and demographics. Your results will vary based on the key variables described above.

Your Self-Serve Concept: Everybody Wins

- **Entrepreneurs**

- High Margins, Low Cost of Ownership
- Operational Simplicity and Easy Management
- Offer healthy products that make your customers happy
- Superior Returns

- **Consumers**

- Sweet treat that is healthy.
- Fast, simple, self-serve creates excitement and fun
- Customers can create their own favorites

- **Shopping Centers and Mall Owners**

- Increased customer loyalty
- New product category and new revenue stream
- Modern, Upscale Store/Kiosk design

Keys to Your Success

	Your Own Frozen Yogurt Store
Location	High Traffic Shopping Centers and Malls Across North America and Worldwide
Marketing	Flyers, Traditional Media Advertising Sampling Teams, Cross-Promos Web site, Social Networks and New Media Advertising
Product Offering	Popular Local Flavors based on demographics Introduce New and Exotic Flavors & Toppings Keeping the Menu Fresh, Flexible and Fun
Revenue Sources	Soft Serve Frozen Yogurt Soft Serve Sugar-Free Frozen Yogurt Non-Dairy Fresh Fruit Sorbets Popular Fresh Fruits and Dry Toppings Wholesome Smoothies, Snacks, Food & Beverages

Summary

- The Self-Serve Store/Kiosk is the future of Frozen Yogurt industry
- YSOTC is the right partner
 - Industry-leading expertise and technology
 - Highly experienced in the industry
 - Simple, Straightforward, Friendly
- Upright and solid entrepreneurs are required to fully-realize this profitable opportunity



Yogurt Chips

Almonds

Sour Gummi Worms

M&M's

Marshmallows

Chocolate Covered Sunflower Seeds

Fruit Drops

Candy

Candy

Candy