

Feldy's Ice Cream

Concept Overview:

We all scream for ice cream! Feldy's Ice Cream is a mobile ice cream shop in a converted school bus serving South Dakota State University (SDSU) ice cream and other fun summer treats! Feldy's Ice Cream will satisfy the sweet tooth of many customers at Lake Poinsett and surrounding communities on hot summer days!

Product or Service:

Feldy's Ice Cream serves SDSU ice cream, prepackaged novelties, iced coffee, frozen lemonades, milkshakes, and much more! Feldy's Ice Cream provides catering to businesses for staff and customer appreciation, weddings, birthday parties, graduations, community celebrations, and any other event you can imagine! Feldy's Ice Cream catering services are preformed by driving our bus to the event location, setting up, and then serving a yummy treat! When we're not catering, you can find us parked in a busy location at Lake Poinsett, or driving around with our ice cream truck music jingling, serving treats to our wonderful customers! Feldy's Ice Cream is unique because I own and operate the business, which I started when I was 12 years old. It's also unique that we sell SDSU ice cream, made locally in Brookings, SD. While SDSU ice cream is unique, only serving their ice cream can be a drawback when their stock is low. SDSU ice cream is very popular in our area, so we serve this tasty treat to our customers from our cool converted school bus - always delivered with a smile!

Marketing Opportunity:

Feldy's Ice Cream is a food service business selling retail food products. Feldy's Ice Cream serves everyone from young children to elderly adults, because who doesn't love ice cream?! Many of my customers are families with young children, or grandparents with grandchildren. Our ideal customers are on vacation and not concerned with spending on treats. We mainly operate out of Lake Poinsett, SD, but we also travel to different locations across eastern South Dakota during the summer. A recent survey based on Feldy's Ice Cream's services showed that 32% of my potential customer base has a household income of \$100,000+, and 28% have an income of \$75,000- \$100,000. Also recorded in the recent survey, 82.8% are female customers with families. Factors that will impact the pricing of my ice cream and catering services include the increased cost of fuel and increase in cost

of supplies and products. The state of the economy greatly affects entrepreneurs with treat products like ice cream. Feldy's Ice Cream's primary marketing tool is social media as well as word of mouth. We utilize many different platforms including: Facebook, Instagram, TikTok, Twitter. We also have a website where customers can order online and customer loyalty programs in place to encourage repeat purchases.

Competition:

Feldy's Ice Cream serves delicious South Dakota State University (SDSU) Ice Cream from a fun, nostalgic ice cream bus. A couple sit-down restaurants also sell SDSU ice cream in addition to a few grocery stores. None of the food trucks or ice cream trucks in the area currently sell SDSU ice cream, but are my biggest competitors in the fact that they can come to sell in the same general location that I typically do. The main strength of my business is the fun experience to get ice cream from the mobile unit and also that I sell specialty SDSU ice cream. SDSU is a local university with strong agricultural programs, so I am able to use their name recognition to promote my business as I serve their product. My weaknesses include relying on vendors for my products, which can be difficult and also that I am a small scale business with no employees. I am currently 14, which has been both an obstacle and a benefit. Not having a drivers license or being able to apply for permits and certifications due to my age have been difficult, so my parents have had to help with those items. My age has also been helpful in that I have big goals and a great community that wants to support a young entrepreneur. I definitely have a niche, so it would be tough to compete with Feldy's Ice Cream.

Management and Operations:

I was able to start Feldy's Ice Cream independently, however, I've had a lot of help from my family. My grandparents allowed me to use their UTV when I first started and they've taken me to Brookings, SD to pick up product at SDSU many times. They also let me park my ice cream bus at their lake cabin. My parents helped to convert my bus and also with taking food service certification courses and applying for licenses since I am not 18. My brother and cousins help me stock supplies and serve customers. In order to stay in business, my bus needs to be in good working order and I need to have an operating system. I currently use Square, which is my point of sale system. It tracks sales, sales tax, product inventory and loyalty. I can also get online orders through Square. Now that my business, Feldy's Ice Cream is fully established, the biggest ongoing expense is my supplies and product. SDSU Ice Cream and other supplies are rapidly on the

rise. Keeping my products stocked is a huge duty and expense. Another ongoing expense is bus maintenance, fuel and entry fees to events.