



Santa Shakes

By:

Joshua Sears

Macy Metallic

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Executive Summary –

JAM is a company that specializes in milkshake crafting. Our latest business endeavor is providing the student body at Sugarloaf Senior High School with milkshakes.

'Santa shakes' (a subsidiary of JAM) will be serving holiday themed milkshakes at the entrepreneurial market. This is including the original Vanilla and Chocolate flavors but new this year to the student body we will be serving Candy Cane milkshakes which are Vanilla shakes with finely crushed candy cane in it. The students can spend an additional \$0.25 to add toppings such as Sprinkles, Whipped Cream, and more Candy Cane. The milkshakes will be served in cups that are holiday themed and the shake itself is a festive flavor, as well as our operating name is holiday themed to help increase sales.

We will be running 'Santa Shakes' in the Cafetorium at Sugarloaf Senior High School during the entrepreneurial market on December 11th and 12th from 12:20 pm to 1:20pm. We will be situated in an area that has access to electrical outlets in order to create the product on the spot for the consumer.

The team behind 'Santa Shakes' includes Macy Metallic and Joshua Sears. As a business, it is a general partnership in order to split the responsibilities between the two employees. There is no additional workers needed, between the current staff the load should be split to the point that it is manageable between the two.

In order to craft the milkshakes we will need to purchase milk and ice cream, however more items will be needed in order to make the drink holiday themed. In addition we will purchase colored straws, festive cups, and topping such as whipped cream, festive sprinkles, candy cane. The cost of all of this is about \$150. These funds will not cover the whole fair however, we are not sure how much we will sell on the first day so we are buying a generous amount of ice cream and milk and what isn't used can be for the following day. If we sell more than what we expect we can adjust our inventory for the following day. The funding for these items will be from a \$30.00 loan from the Uni bank, owner investment, as well as donations from Superstore and Wal-Mart.

Introduction -

JAM will be serving milkshakes with a Christmas themed milkshake at the entrepreneurial market. We will be operating under the name "Santa Shakes" to incorporate a Christmas theme to our product. We chose milkshakes because of the continuous success the milkshake booths have had over the previous years at the entrepreneurial market as well as with our innovative ideas we can increase the sales and popularity of the milkshakes.

We believe that "Santa Shakes" will be a success because we are incorporating a Christmas theme to our product such as straws, flavor's, and toppings and we are offering a new flavor, candy cane which hasn't been accessible to the student body in a full rotation of students from grade nine to twelve.

Mission Statement -

Our mission as a business is not only to satisfy the taste buds of the consumer, but also to provide holiday spirit to those who may not be feeling it. This can be accomplished through the delicious mouth-watering 'Santa Shakes' that will be flavored in Vanilla, Chocolate, and Candy Cane.

Santa Shakes are hand-crafted with love and effort. We treat each customer as though they are family and we strive to better ourselves as crafters and as people. Each milkshake is made with dedication and WILL be better than its predecessor to ensure that the consumer will have a better shake each time they go.

Business Type -

Our business 'Santa Shakes', will be a two-way general partnership, the general partnership includes Joshua Sears and Macy Metallic. We chose a two-way general partnership because we have decided that all of the responsibilities and profit of the business will be shared equally amongst the both of us. Our business 'Santa Shakes' will be open from December 11th and 12th, 2017 from 12:20pm-1:20pm in the cafeteria at the Sugarloaf Senior High School in Campbellton, NB.

Product -

“Santa Shakes” will be offering one product, milkshakes which will be offered in three different flavors, Vanilla, Chocolate, and Candy cane.

The creamy milkshakes will consist of cold milk and delicious ice-cream as the ingredients leaving the product plain but not the taste. The vanilla milkshake will have vanilla ice-cream and milk and the chocolate milkshake will have chocolate ice-cream and milk. However, our candy cane milkshake will have a vanilla ice-cream and milk base then blended with crushed candy cane.

Our special candy cane milkshake will give our business “Santa Shakes” a great advantage because the market will be in December and our customers will feel festive for the upcoming holiday, Christmas. Also we are the only business offering a dessert drink at the market which will also be a great advantage.

**Please refer to Appendix A for a picture of the product*

Management -

JAM's 'Santa Shakes' will be operated by Macy Metallic and Joshua Sears. Each of the employees have their strong suits which benefit the business and company. This business is a general partnership between the two with their strong suits acting as an advantage to the business. Macy's strong suit is working with the public which will benefit in the case that she will be tending to the orders and working with the money. Joshua's strong suit is making the milkshakes which is what he will be doing alongside serving them to the customer.

My name is Joshua Sears. I excel in crafting milkshakes. Ever since I was a child I was making shakes. With my years of experience I feel as though I have perfected the art of milkshake making and I would like to share my product with others who enjoy milkshakes whether enthusiasts or newcomers. This is why I have gone under a general partnership with Macy Metallic to showcase what I can do. I hope that my love and dedication that I have put towards milkshakes will be apparent in what I provide the consumer.

I am Macy Metallic, and I have experience working with customers and money from a previous job as a cashier, which is why I will be taking orders from customers and dealing with money. This skill will ensure that the cash balances, is done correctly, and the customer leaves our business satisfied. I am also a goal oriented person, this skill will ensure that my work will be done to the best of my ability to achieve our goal of a successful business.

**See Appendix B for Resumes*

Employee and Human Resources -

During the entrepreneurial fair, both business partners, Joshua Sears and Macy Metallic will be present and working at "Santa Shakes". We will not be hiring any extra help for the market since there are only two jobs, extra help could potentially slow down the process. Josh will be making and serving the milkshakes and Macy will be working with the cash, customers, and taking orders. In order to have a successful business, both business partners will work hard to achieve that goal.

If this business were to be open during the summer ideally we would only need 2 more employee's max. This is because everything can be operated under the expertise of two people. One to deal with the customers and handle money and the other to make the milkshakes. The reason why two more employees would be needed is so that there would be rotation in the staff and employees would be able to take time off if needed.

Target Market -

Our target market will be primarily the students and staff at Sugarloaf Senior High School. We had made our prices as low as we could to make profit and to have a low price offered to students and staff who don't carry large amount of money with them at school. At an affordable price of \$3.00 students and staff will be able to purchase our milkshake. Our secondary target market would be the visitors from outside the school, with our affordable price they will be able to also purchase our product. With the results from our survey we are confident that our business will be a success.

**Please refer to Appendix C for survey results*

Marketing Plan -

In order to make our business known to the public we will be advertising. The most used platform to date for advertising is the internet. According to a 2013 study from Top Universities (<https://www.topuniversities.com/blog/students-internet-usage-true-or-false>) on average students use the internet at least 5 hours per day! In order to take advantage of all that time that is used on the internet we will be conducting the primary advertising through the outlet of social media. The advertising will be placed on Social Medias such as Facebook, Instagram, and Snapchat.

For the most part the advertising that will be used will not be too much text and will stay simple in order to catch the attention of the viewer and will maintain retention by not boring them with too much reading. This is not the only form of however. We will also be announcing our product on the intercom at Sugarloaf Senior High School, as well as putting up posters to help reiterate to the students and staff on what we are selling.

Our business will have both direct and indirect competition at the market. Indirect competition will be the other business present at the market. The direct competition would be the business's selling drinks like the "Reindeer Sweet Stables" business. They are selling hot chocolate with the choice of toppings and a selection of sweets. Because one of their products are also sweet drinks they will be direct competition.

**Please refer to Appendix D for Poster and Intercom announcement*

Distribution and Production –

At the market we will have two primary jobs, preparing and serving, and taking order and dealing with money. Joshua Sears will be in charge of preparing and serving our product, and Macy Metallic will be in charge of taking orders and dealing with money. Customers will first make their order and pay the total amount, then the order will be passed on to Joshua Sears to prepare, they will wait on the other side of the tables so there will be enough room for other customers to order, then when their order is ready Josh will serve it to them.

For supplies we will need both the ingredients to make the milkshakes and the equipment to prepare it. The ingredients would be ice-cream (vanilla and chocolate), milk, and crushed candy cane (for the candy cane milkshake only). The equipment that will be needed is two blenders, table, cooler, and spoons.

We will be located in the Sugarloaf Senior High School cafeteria next to the side doors leaving the cafeteria.

** Please refer to Appendix E for a Floor plan*

**Please refer to Appendix F for Cost of Project*

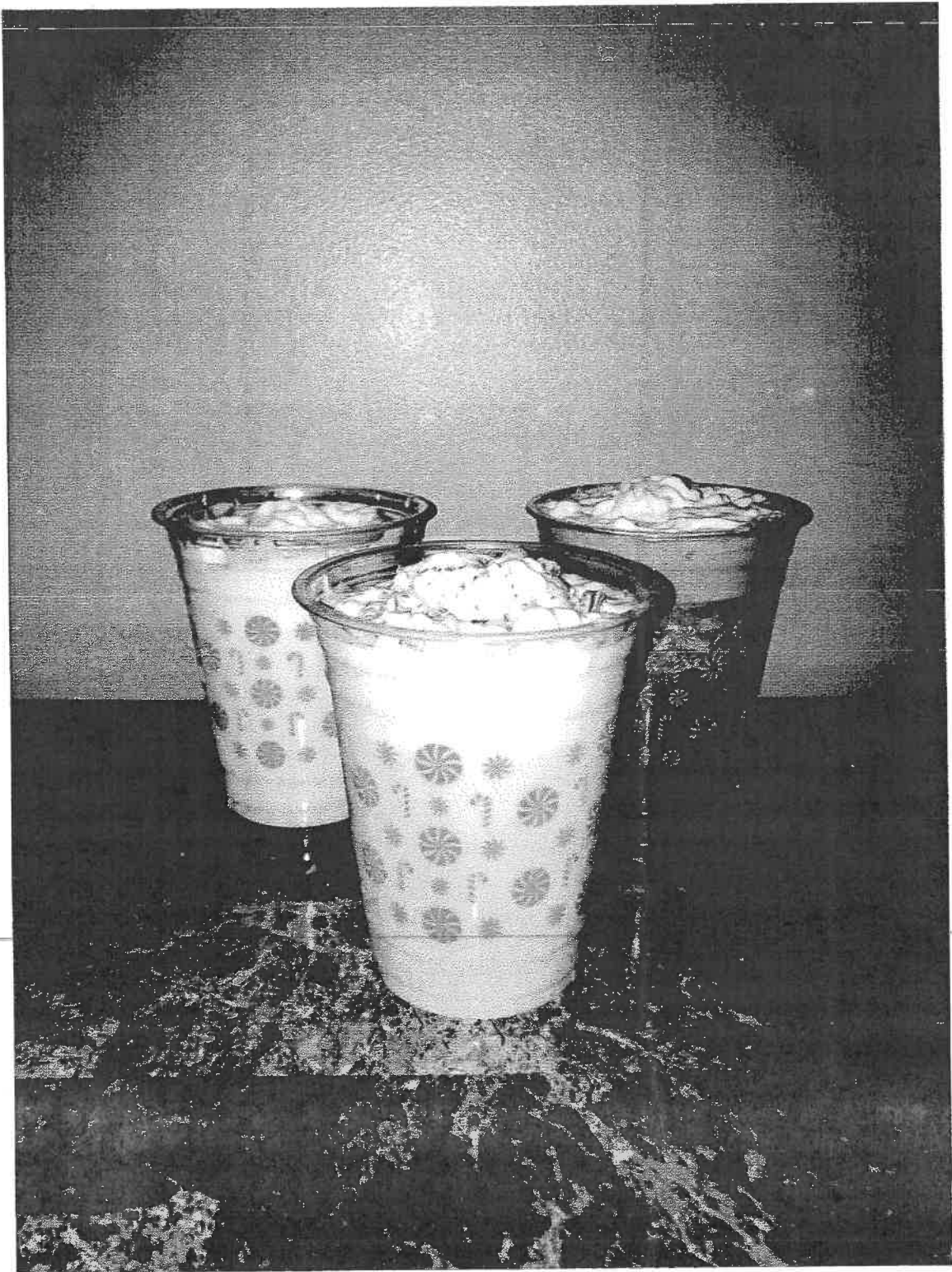
Financing –

In order to start Santa Shakes for the Entrepreneurial market we would need \$605.00 to cover the fees for equipment as well as ingredients. The money to start this will come from the Bank (\$30 loan from Uni), Personal loans (\$198.00/ \$99.00 each), and from personal investment (\$377.00). To pay the loan back to the Uni Bank we will be taking \$15 from each day's revenue to pay back to the bank and the rest will be put towards the next day's ingredients or to repay the personal loans if none are needed or there is money left over. In order to make this money back however we only need to sell 76 milkshakes if each customer is to get no included toppings.

**Please refer to Appendix G for Cash Flow Forecast*

Appendices

Appendix A



Appendix B

11 Alder Street
Listuguj, QC G0C2R0
506 759 2839
macy.metallic.2000@gmail.com

Macy Metallic

Career Objective

To gain experience and knowledge of an office manager in a First Nations community

Education

Sept. 17 - Present Sugarloaf Senior High School
12
Campbellton, New Brunswick

Work Experience

June 13 - Aug. 17 Cashier
Woodpile
Listuguj, Quebec

- » Worked as a cashier
- » Kept the store clean and organized
- » Helped customers

Volunteer Experiences

June 17 - Present Link Crew
Link Leader
Campbellton, New Brunswick

- » Helped grade nines transition from middle school to high school

June 17 - June 17 Sugarloaf Senior High School
Prom aid
Campbellton, New Brunswick

- » Instructing the public where to go, serving food and supervised.

Sept. 16 - June 17 Student Advisory Committee
First Nations Representative
Campbellton, New Brunswick

» Volunteered at school events such as dances, fairs, lunch time activities, and a coffee house.

**Awards &
Certificates**

- » Honors (June 17)
- » Honors (Jan. 17)

**Extracurricular
Activities**

Link Crew, Student Council

**Hobbies &
Interests**

Volleyball, Politics, Reading, Travel, Baking, Native American crafts

Skills & Abilities

- » Committed, Detail-oriented, Goal oriented, Independent, Organized, People person, Problem-solver, Team player
- » French

References

Karen Branch
Teacher

Sugarloaf Senior High School
201 Dover St
Campbellton, New Brunswick
E3N 1R3
506 789 2125
Karen.Branch@nbed.nb.ca

Linda Leclaire

Manager
Wood Pile Handicraft
32 Gaspé Hwy
Listuguj, Quebec
G0C2R0
418-788-5876

306 Restigouche Drive
Tide Head, NB E3N 4K8
(506) 790-4772
joshuasears50@gmail.com

Joshua Sears

Career Objective

To gain experience in a field of expertise through a part-time job

Education

Sept. 17 - Present

Sugarloaf Senior High School
Grade 12
Campbellton, New Brunswick

Work Experience

Sept. 11 2016 –
Present

Curtis McDavid

McDavid's Convenience Store Owner
Tide Head, New Brunswick

Sept. 11 2016 –
Present

David Montgomery

95 CKNB
Campbellton, New Brunswick

Volunteer Experiences

Sept. 13 - Present

Campbellton Centennial Library
Young Adult Advisory Committee
Campbellton, New Brunswick

» Plan events

Awards & Certificates

» Honor Roll (SSHS Jan. 16)

Extracurricular Activities

» Student Council, Reach For The Top, Renaissance Committee

Hobbies & Interests

» Computer Repair, Electronics, Graphic Design, Video Games, Web Design, Bowling, Skiing, Volunteerism, Bicycling, 3-D Animation

Skills & Abilities

- » Microsoft Office
- » Able to multitask, Analytical, Good communicator, Independent, Organized, Problem-solver

References

Denise Felix

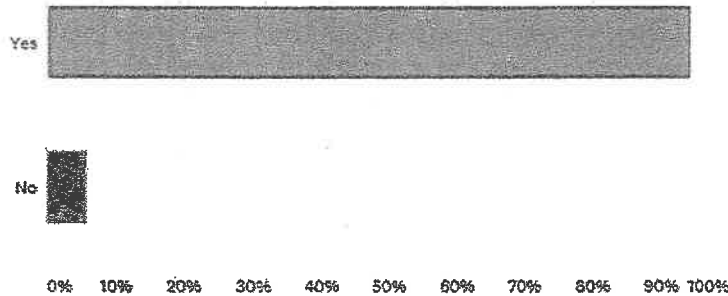
Bowling Coach. AYB
Atholville, New Brunswick
(506) 789-8725

Curtis McDavid

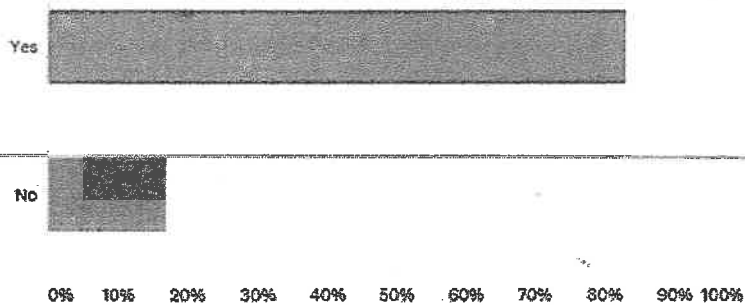
Business Owner, McDavid's Convenience Store
Tide Head, New Brunswick
(506) 753-4003

Appendix C

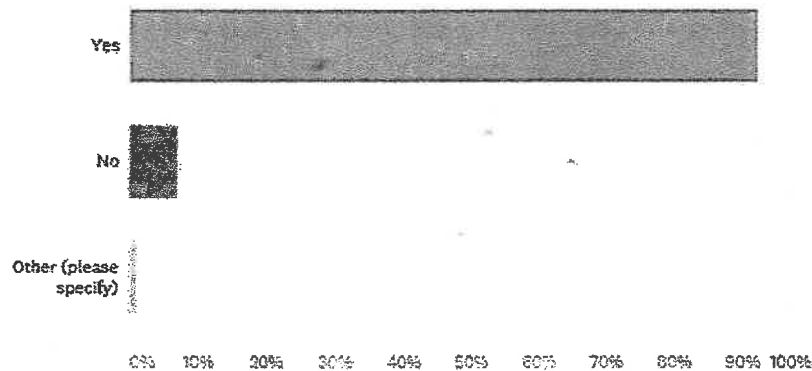
Would you buy a Milkshake from the Market?



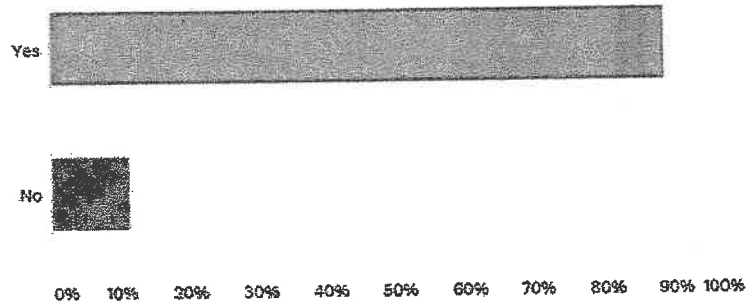
Would you pay \$3.00 for said milkshake?



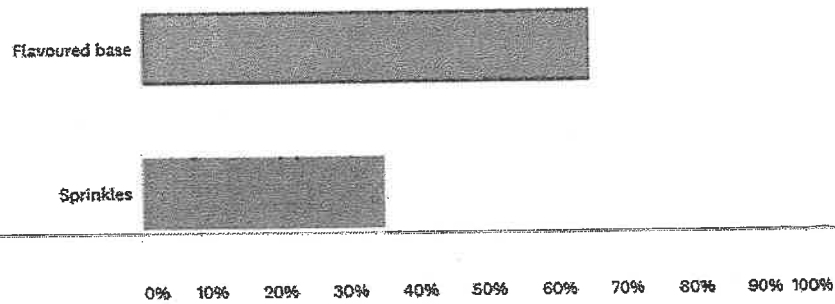
Do you like the following flavors; Vanilla, Chocolate, and Candy Cane?



Would you pay \$0.25 for toppings (Whipped Cream, Sprinkles etc.)



If we were to make a Candy Cane Milkshake, would you like the Candy Cane to be the base or a topping?



Appendix D

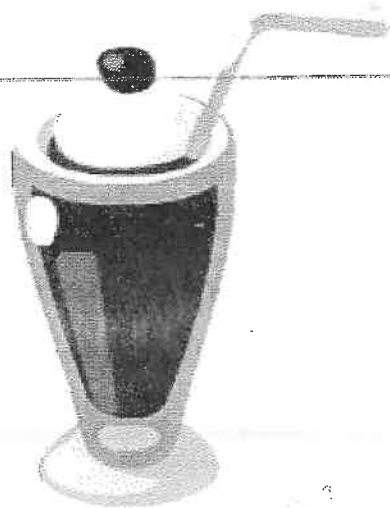


JAM PRESENTS

Santa

Shakes

On sale for \$3



*Your choice between Vanilla,
Chocolate, and Candy Cane*

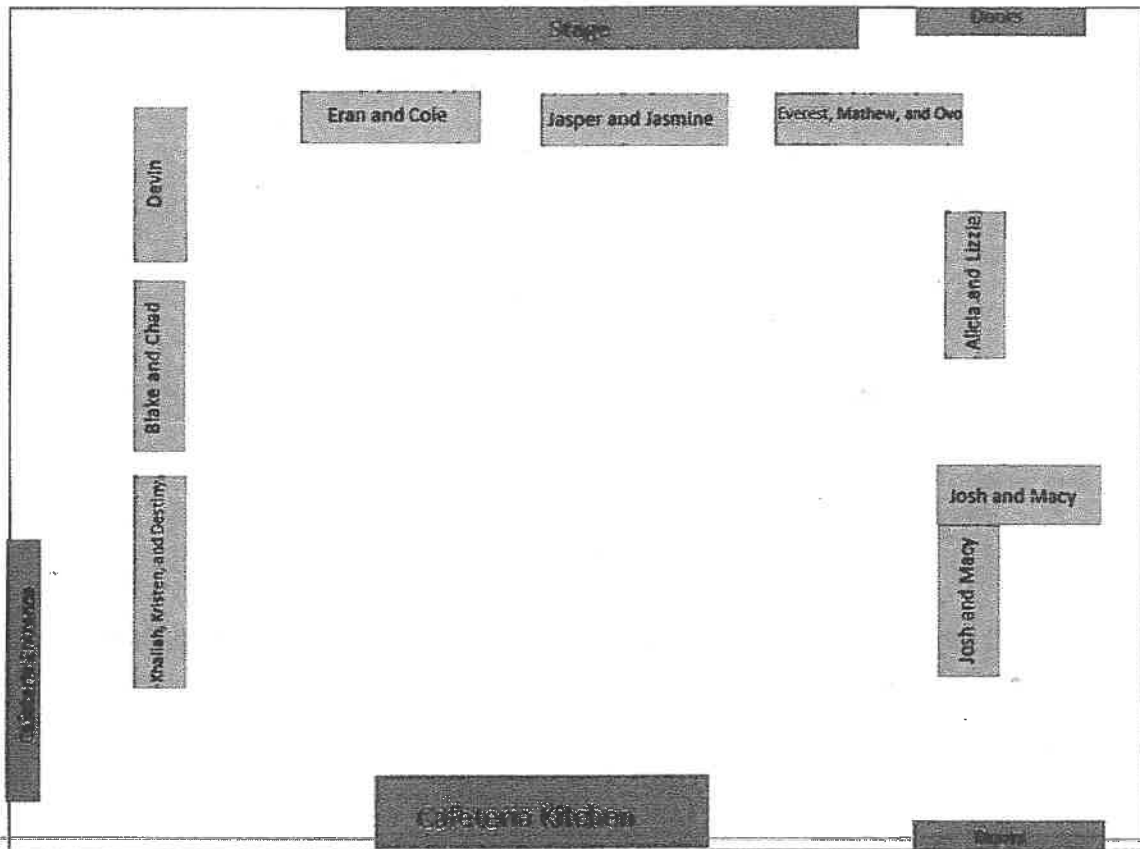
Add toppings for \$0.25 extra!

December 11th and 12th
from 12:20 PM to 2:20 PM

Intercom Announcement:

HOHOHO! Attention students and staff at SSHS. Do you enjoy the taste of milkshakes? Are you in the holiday spirit? If you answered yes to either of these questions then you should come down to the entrepreneurial market on December 11th and 12th at 12:20 to 1:20 and try some Santa Shakes! Not only do we have Vanilla and Chocolate but new this year we will be serving Candy Cane Milkshakes to celebrate the holidays! So be sure to come down and buy a Milkshake at Santa Shakes on the 11th and 12th at Lunch time.

Appendix E



Appendix F



Restigouche Entrepreneurship Centre Inc.

Entrepreneurial Market

Cost of project

Name of business: Santa Shakes

Name of business partners Joshua Sears
Macy Metallic

Product or Service Description

We will be serving Vanilla, Chocolate, and Candy Cane Milkshakes at the Market. All of the flavors will be sold for \$3 with an extra \$0.25 for toppings that include Whipped Cream, Sprinkles, and Candy Cane

Materials Needed:

Cost: \$605.00

Blender	2x	\$40
Table	2x	\$200.00
Cooler	1x	\$100
Table Cloth	2x	\$6
Cups (20 cups per pack)	10x	\$30
Straws (100 per pack)	2x	\$2
Ice Cream Scoop	2x	\$10
Milk Jug	1x	\$3
Napkins	1x	\$8

Small Container	2x	\$20
Rubber Gloves	1x	\$3
Ingredients:	---	-----
Chocolate Ice Cream	6x	\$34.50
Vanilla Ice Cream	6x	\$34.50
Milk 4L	12x	\$84
Whipped Cream	4x	\$14
Sprinkles	2x	\$4
Candy Canes	6x	\$12
Total :		\$605

Personnel Investments:

Cost: \$377.00

Blender	2x	\$40
Table	1x	\$200
Cooler	1x	\$100
Ice Cream Scoop	2x	\$10
Milk Jug	1x	\$3
Small Container	2x	\$20
Sprinkles	1x	\$4
Total :		\$377.00

Financing:

Uni Loan: \$30.00

Personal Investment: \$377.00

Personal Loan: \$198.00

Total : \$605.00

Appendix G

Home of Business: Santa Snakes

Selling Price: \$5.00

Partner Names: Josh Sears and Macy Metallic

Revenues	Start-up	Day 1	Day 2
NI Bank Loan		\$30.00	\$0.00
Personal Loan		\$208.00	\$0.00
Personal Investment		\$377.00	\$0.00
Other (specify)		\$0.00	\$0.00
Sales (revenue)		\$0.00	\$180.00
Total Revenues		\$615.00	\$180.00
Expenses			
Materials		\$222.00	
Inventory		\$183.00	
Purchase of equipment		\$0.00	
Equipment rental		\$200.00	
Advertising		\$0.00	
Utilities		\$0.00	
Office Supplies		\$10	
Labor		\$0.00	
Owners drawings (owner's salary)		\$0.00	
Other (specify)		\$0.00	
NI Loan Repayment		\$0.00	\$15.00
Personal Loan Repayment		\$0.00	\$99.00
Total Expenses		\$615.00	\$114.00
Net Cash (revenues-expenses)	615.00-615.00=\$0.00	\$180.00-114.00=\$66.00	\$180.00-114.00=\$66.00
Monthly Surplus (profits)		\$0.00	\$66.00

