

# YUMMZ Sugar Free Ice Cream

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## Abstract

YUMMZ, epitomizes innovation and health-consciousness in the ice cream industry, striving to redefine indulgence with guilt-free frozen treats. At its core, YUMMZ is driven by a mission to revolutionize ice cream consumption, intertwining traditional Indian flavors with modern dietary considerations, thus offering consumers a harmonious blend of taste and nutrition. Committed to this mission, YUMMZ sets forth ambitious goals, encompassing the development of diet ice cream options that are not only low in calories, sugar, and saturated fat but also imbued with the rich tapestry of Indian herbs and spices, aiming to provide a novel experience that prioritizes health without compromising on indulgence. Moreover, customer satisfaction stands as a cornerstone of YUMMZ's ethos, with a focus on offering a diverse range of flavors, shapes, and toppings that cater to the varied preferences and dietary needs of consumers, ensuring that each frozen delight is a personalized and delightful experience. This dedication to the customer extends beyond mere product offerings, as YUMMZ actively engages with its consumer base through both business-to-business and business-to-consumer channels, fostering connections and gathering feedback to continuously refine its products and services, thereby cementing its position as a customer-centric brand. As YUMMZ looks towards the future, expansion looms large on its horizon, with plans to diversify its product offerings and distribution channels both nationally and internationally, capitalizing on emerging trends in health-conscious eating and global flavor preferences, thus solidifying its status as a trailblazer in the ice cream landscape.

**Keywords:** Sugar free, Stevia, diabetes, Greek yogurt, ice cream, recipes.

## Introduction:

YUMMZ's product lineup reflects its commitment to innovation and quality, offering a unique range of diet ice cream products that seamlessly marry the decadence of traditional ice cream with the health benefits of low-calorie, nutrient-dense ingredients. From luscious low-calorie ice creams crafted from low-fat dairy and enriched with Indian herbs and spices to an array of innovative flavors spanning classic favorites to exotic Indian-inspired blends, YUMMZ ensures there is something to tantalize every palate.

The selling price per unit :

Selling price per unit					
	cups (100 ml)	cones(200 ml)	small box ( 500 ml)	medium box (750 ml)	large box ( 1000 ml)
1. <b>Malai</b>	21	42	105	158	210
2. <b>Kesar (Saffron)</b>	23	46	115	173	230

3. <b>Pista (Pistachio)</b>	21	42	105	158	210
4. <b>Mango</b>	19	38	95	143	190
5. <b>Rose</b>	20	40	100	150	200
6. <b>Vanilla</b>	17	34	85	128	170
7. <b>Chocolate</b>	20	40	100	150	200
8. <b>Strawberry</b>	19	38	95	143	190
9. <b>Badam</b>	23	46	115	173	230
10. <b>dry fruit</b>	23	46	115	173	230

Moreover, YUMMZ empowers its customers with the freedom to personalize their ice cream experience, offering a plethora of toppings and mix-ins to create bespoke creations that cater to individual tastes and preferences. Coupled with vibrant and eco-friendly packaging designed to enhance visual appeal and attract customers, YUMMZ's products are not only a treat for the taste buds but also a feast for the eyes, embodying the brand's ethos of holistic indulgence. Furthermore, accessibility remains a key tenet of YUMMZ's product philosophy, with competitive pricing structures ensuring that its products are within reach for consumers of all income brackets, thereby democratizing health-conscious indulgence and making it accessible to all.

A comprehensive market analysis underscores the immense potential and opportunity that lies ahead for YUMMZ in the burgeoning sugar-free ice cream market, which has witnessed remarkable growth in recent years driven by escalating consumer demand for healthier dessert options. With the market projected to reach unprecedented heights by 2030, YUMMZ is poised to capitalize on this momentum, armed with a robust product portfolio that caters to diverse taste preferences and dietary needs. Indeed, YUMMZ's emphasis on flavor variety, ingredient innovation, and packaging excellence positions it as a formidable contender in the global ice cream landscape, with a particular focus on the burgeoning North American market. Despite the challenges posed by the COVID-19 pandemic, YUMMZ remains resilient, with an unwavering commitment to its mission and goals, poised to emerge stronger and more resilient in the face of adversity.

Predictions for YUMMZ's financial performance over the next three years paint a promising picture, with escalating costs allocated towards recipe development, ingredient sourcing, manufacturing equipment, labor, packaging materials, marketing, branding, website development, regulatory compliance, office expenses, legal and accounting fees, as well as transport and warehousing.

	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Recipe Development</b>	<b>30000</b>	<b>30000</b>	<b>30000</b>
<b>Ingredient Sourcing</b>	<b>20000</b>	<b>30,000</b>	<b>31300</b>
<b>Manufacturing Equipment</b>	<b>50000</b>	<b>50000</b>	<b>50000</b>
<b>Labor</b>	<b>30000</b>	<b>40000</b>	<b>41600</b>
<b>Packaging Materials</b>	<b>25000</b>	<b>40,000</b>	<b>42200</b>
<b>Marketing and Branding</b>	<b>25000</b>	<b>25000</b>	<b>25000</b>

<b>Website Development</b>	<b>10000</b>	<b>10000</b>	<b>10000</b>
<b>Regulatory Compliance</b>	<b>15000</b>	<b>15000</b>	<b>15000</b>
<b>Office Expenses</b>	<b>100000</b>	<b>100000</b>	<b>100000</b>
<b>Legal and Accounting Fees</b>	<b>10000</b>	<b>10000</b>	<b>10000</b>
<b>Transport and warehouse</b>	<b>50000</b>	<b>70000</b>	<b>83100</b>
<b>Total Cost</b>	<b>365000</b>	<b>420000</b>	<b>438200</b>
<b>Revenue</b>	<b>300000</b>	<b>398613</b>	419612.5

	YEAR 1	YEAR 2	YEAR 3
REVENUE	300000	320000	419612.5
VARIABLE COST	125000	180000	198200
PROFIT BEFORE TAX	175000	140000	221412.5
TAX	8750	7000	11070.63
PROFIT AFTER TAX	166250	133000	210341.9
CASH INFLOW	406250	373000	450341.9

BREAK EVEN ANALYSIS		
YEAR	CASH FLOW	CUMULATIVE CASH FLOW
YEAR 1	406250	406250
YEAR 2	373000	779250
YEAR 3	450341.875	1229591.875

BRAK EVEN WILL BE REACHED BETWEEN 2ND YEAR and 3rd year While these costs are projected to increase incrementally over time, reflecting YUMMZ's ambitious growth trajectory, the anticipated return on investment remains robust, underscoring the viability and sustainability of its business model.

YUMMZ presents a compelling proposition within the booming sugar-free ice cream market. By offering a unique blend of indulgent flavors, healthy ingredients, and personalized options, YUMMZ caters to the growing consumer demand for guilt-free treats. The strong market potential, coupled with YUMMZ's commitment to innovation, customer focus, and accessibility, positions the company for significant growth. The projected financial performance further reinforces the viability of the business model. Despite anticipated cost increases associated with expansion, the robust return on investment highlights the long-term sustainability of YUMMZ. As YUMMZ embarks on its national and international expansion, its dedication to quality, health-consciousness, and customer satisfaction will solidify its position as a leader in the evolving ice cream landscape.