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Appendix 2: The Example of *Scoops Delight Factory* Brochure

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ABSTRACT

Scoops Delight Factory merupakan sebuah tempat dimana orang-orang dapat menikmati es krim yang lezat dan sehat dengan proses penyajian yang unik. Bisnis ini sangat menjanjikan karena es krim sangat cocok untuk dikonsumsi di negara Indonesia yang beriklim tropis. Target market yang beranekaragam pun menambah kesempatan untuk membuat bisnis ini menjadi maju dan berkembang.

Dengan harga yang terjangkau, *Scoops Delight Factory* dapat menyajikan es krim dengan kualitas yang baik. Hal ini bertujuan agar semua orang dapat menikmati es krim dari *Scoops Delight Factory*. Di waktu ke depan, *Scoops Delight Factory* akan selalu membuat kreasi es krim yang baru dan melakukan perbaikan-perbaikan agar dapat selalu memuaskan para pelanggannya.

EXECUTIVE SUMMARY

Scoops Delight Factory offers various kinds of freshly-made desserts using low fat milk as the main ingredient. It is a good place for those who want to improve their health, change their lifestyle, or just want to do something great for themselves. After the customer selects their favorite flavors the ice-cream is hand folded on a frozen marble stone with the customer's choice of toppings like: nuts, fruits, candies and fudge.

Scoops Delight Ice Cream is the main menu which develops a unique blending system which combines delicious and nutritious low fat ice cream, allowing the consumers to customize their own flavor combination. There are many toppings that the consumers can combine with. There are fruits such as, blueberry, strawberry, kiwi, melon, banana, mango, peach, grape, lychee, and many more; also, nuts, biscuits, chocolate, waffle, cornflakes, marshmallows, caramel, and almond. The ice cream is freshly-made and each serving is low in fat; high in fiber; vitamins, probiotics and antioxidants. We also serve other desserts such as D'ICE milk shake, D'ICE blend, fresh juice, juicy ice blend, and fresh yoghurt drinks.

The place which is located in Sultan Agung makes people can reach the place easily. It is near St. Aloysius School and some distros like D'LOOPS, Airplane System, and so on.

Based on the size of our market and our defined market area, *Scoops Delight Factory* needs 88,270,000 IDR as the capital requirements.