

Sweet Ice Cream Dreams

The “Sweet Ice Cream Dreams” is an ice cream shop that offers different types of ice cream, popsicles and milk shakes for any type of person. For example, there are the traditional ice creams, popsicles and milk shakes, the special ones for those who have lactose intolerance and the 100% natural only based on fruits.

My company's intended audience is anyone who likes ice cream, popsicle and milk shake, regardless of whether they have problems drinking milk or if they like it extremely naturally. Other ice cream shops close to mine are: the north pole ice cream shop and the penguin ice cream shop.

To start my business it will be necessary to have around \$35,000 reais, four employees and only a 72 square meter site.

There are a lot of risks involved in starting a business like this, for example: I don't know how much money I will have at the end of the month, I don't know if my business will work and I'll possibly have several competitors, which will make it difficult to sell my products.

Be an entrepreneur has a lot of rewards too, like: I have flexibility at my work, that is, I can adjust my work to my other commitments and to spend more time with my family, I have the control to work on the area that I like the most and I can take a vacation anytime I want.

I decided to become an entrepreneur because I like Ice cream shops and I think that I have the qualities to have my own business. I like to feel responsible for something that I love and that everyone should love too. In 5 years I can imagine my ice cream shop with several branches distributed in different parts of the country.

Works Cited

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ses são os principais equipamentos,que não computamos nestes gastos.