

# yogen früz

## EFB - Franchise Business Plan



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# Table of Contents

<b>I. Executive Summary</b>	<b>1</b>
<b>II. Business History, Background, and Objectives</b>	<b>4</b>
<b>III. Business Environment</b>	<b>6</b>
<b>IV. Products and/or Services</b>	<b>7</b>
<b>V. Present Market</b>	<b>8</b>
<b>VI. Competition</b>	<b>10</b>
<b>VII. Marketing Plan</b>	<b>12</b>
<b>VIII. Management and Organization</b>	<b>15</b>
<b>IV. Business Resources</b>	<b>17</b>
<b>X. Financial Plan and Data</b>	<b>19</b>
<b>XI. Conclusion</b>	<b>20</b>
<b>XII. Bibliography</b>	<b>20</b>

# I. Executive Summary

## BUSINESS HISTORY, BACKGROUND, OBJECTIVES

**Yogen Früz** has been a leading name in the frozen treat industry since its inception in 1967. With over 1,300 locations in 40 countries, this brand brings customers a blend of taste and health through their unique range of products. This report describes our plan to open a new **Yogen Früz** location at 1410 North Ocean Blvd in Myrtle Beach, South Carolina, one of the fastest-growing communities in the entirety of the United States.

1300 Yogen Früz locations globally	40 Countries with Yogen Früz
30.95B Value of the frozen treat market in USA	3.6% Compound Annual Growth Rate (CAGR) of the US frozen yogurt market

To ensure the success of the franchise location, distinct objectives have been created, categorized into short, medium, and long-term goals.

Business Objectives		
Introduce Partnerships	Build an Effective Team	Short Term
Build Brand Awareness	Achieve Customer Satisfaction	Medium Term
Establish a Clientele	Increase Net Profit by Year Five	Long Term

Additionally, **Yogen Früz** offers

a straightforward seven step franchising process, which includes signing a Non-Disclosure Agreement (NDA), reviewing the Franchise Disclosure Document (FDD), and attending board meetings to finalize approval before signing the Franchise Agreement (FA).

## BUSINESS ENVIRONMENT

### PESTLE Analysis:

<b>Political</b>	Myrtle Beach has a high sales tax of 9.0% which indicates Yogen Früz's low pricing is advantageous in the business environment. Federal programs will be utilized to assist the business finances.
<b>Economic</b>	National inflation rates are at 3.0%, impacting profit margins, and consumer spending has decreased nationally. Unemployment rates are at 5.1% in the area and have decreased in recent years.
<b>Social</b>	Myrtle Beach has a population growth rate of 3.13%. Tourists have fueled substantial economic growth in the area. Development towards North Myrtle Beach has broadened the A2 and A3 markets.
<b>Technological</b>	The location will match national delivery demand by providing Doordash and Uber Eats services. Social media channels will be prioritized to reach all target markets. Latest machinery will be used.
<b>Legal</b>	Location will adhere to local and national regulations. Licenses such as Food Handlers Permit, License to Operate, and Certificate of Occupancy will be obtained.
<b>Environmental</b>	Both wildfires and hurricane seasons could deter consumer spending and tourist numbers, reducing potential sales. Estimated 321 million lost from South Carolina tourism over the last 4 years.

### Economic Trends:

**Yogen Früz's** potential customers can face challenges affording discretionary products like frozen yogurt. With rising interest rates and inflation, purchasing power has decreased in recent years. Businesses have increased their prices to maintain a profit margin, adding financial strain on residents and tourists. This creates a demand for affordable options, which **Yogen Früz** can meet through a competitive pricing policy.

## PRODUCTS

Myrtle Beach **Yogen Früz** will feature healthy and diverse frozen yogurt and beverage options. Popular frozen yogurt flavours include blueberry and mango, which come in low-fat, no-fat, and no-sugar options. The location also provides the Früz Tea selection comprised of milk teas, smoothies, and slushes. Additionally, new products will be introduced through business partnerships to ensure the menu is fresh and exciting.



The partnership with Bellamy Farms will allow for unique frozen yogurt berry flavours while showing the location's commitment to supporting local businesses. Working with Lindt will allow a warm drink to accommodate Myrtle Beach's seasonality. The location will also implement physical and digital rewards systems to increase customer loyalty among Myrtle Beach residents.

## PRESENT MARKET

DEMOGRAPHICS	Age	Gender	Consumer Status	Income	Family Dynamics	Customer Lifetime Value
<b>A1 Primary</b>	31-60	M/F	Tourist	\$120,000/ household	Families with children	\$9.00
<b>Secondary</b>	50+	M/F	Retired resident	\$550,000 retirement funds	Married	\$536.25
<b>Tertiary</b>	30-50	M/F	Working resident	\$85,000/ household	Families with children	\$322.00



The A1 market consists of tourists coming to Myrtle Beach by plane, car, or bus who will find accommodations nearby, as many tourists visit from neighbouring states. However, the A2 and A3 markets are located within a 2.5-mile radius of the location.

The American frozen yogurt market, valued at nearly USD 350 million in 2023, is projected to grow at a 3.6% CAGR through 2031, indicating strong potential for a company like Yogen Früz. Myrtle Beach Yogen Früz will prompt customer spending through affordable pricing while leveraging the national shift toward healthier options and growing tourism expenditures. The location will also take drastic measures through partnerships to minimize seasonality challenges.

## COMPETITION

Myrtle Beach Yogen Früz's unique selling proposition is its affordable and health-based frozen yogurt options. Yogen Früz's global brand recognition and innovative products allow the franchise to stand out from primary competitors such as Ben and Jerry's and Sweet Frog. Because of customers' bias to choose ice cream out of familiarity, the marketing plan must effectively communicate the business's unique selling points and value to attract new and existing customers.



<b>AFFORDABLE PRICING</b>	✗	✗	✓
<b>HEALTHY OPTIONS</b>	✗	✗	✓
<b>BRAND RECOGNITION</b>	✓	✗	✓

## MARKETING PLAN

Myrtle Beach Yogen Früz will utilize various marketing channels to hit each market segment. First, Instagram advertisements will be used to reach our primary and tertiary target markets. By hiring an experienced marketing manager to use Meta Business Suite's Ads Manager tool, Instagram and Facebook posts can be shown to users with demographics and psychographics. Ads Manager also enables retargeting, showing posts to users multiple times to build familiarity and improve conversion rates. Second, Facebook will be used to share promotional content with retirees. These posts will be catered to the interests of this age range to

maximize the success of the promotional content. Interested users will be encouraged to sign up for the location's text list on Instagram and Facebook posts to receive product sales. This list will allow SMS marketing to be used while adhering to the Telephone Consumer Protection Act. SMS marketing will be conducted through EZ Texting and on WhatsApp Business (managed using Meta Business Suite). Finally, transit advertisements will increase brand awareness, as Myrtle Beach demonstrates a year-round outdoor presence. The amalgamation of these marketing techniques will ensure each target market is reached.

Data from industry trends and competitors were used to estimate sales projections for each marketing method. The click-through rate (CTR) and conversion rate (CVR) were used to gauge social media sales based on the number of impressions, while cost per thousand impressions (CPM) was used to calculate advertisement costs. Transit advertisement costs were found from Myrtle Beach's local bus service, Coast RTA. Additionally, EZ Texting's rates were used for SMS marketing costs.

Marketing Key Metrics				
Revenue	Cost	Return on Investment	Customer Acquisition Cost	Net Profit
\$241,649.55	\$84,755.50	185%	\$2.63	\$156,894.05

## MANAGEMENT AND ORGANIZATION

Myrtle Beach Yogen Früz will use Indeed and ZipRecruiter to acquire a store manager, a marketing manager, two shift supervisors, and six frozen yogurt servers/cashiers. Extensive training procedures will be provided to ensure excellent service. Given the location's financial success, the franchisees will seek another 10-year extension as per the FDD. The franchisees plan to open another location on the East Coast to continue growing the business.

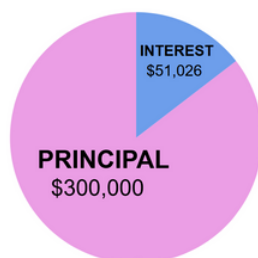
## BUSINESS RESOURCES

The location plans to purchase up-to-date point-of-sale (POS) equipment to ensure efficient service for customers. Ingredient and delivery agreements have been finalized and customized to account for seasonal changes and tourist fluctuations. Yogen Früz will use Doordash, Uber Eats, and Skip the Dishes to accommodate customers through delivery. Finally, the location has implemented the new F.R.U. procedure to maintain high-quality control standards.

Business Resource	Cost Incurred in 2026
Ingredient Purchases	\$500,000
Business Equipment	\$33,000
Delivery Services	\$21,375
Business Cards	\$232

## FINANCIAL PLAN

### 7(a) Principal & Interest Loan Structure



We request a \$300,000 7(a) loan at a 10.5% annual percentage rate (APR) through the Small Business Administration. Franchisees will provide a total investment of \$600,000. Within the first year of operation, Myrtle Beach Yogen Früz is projected to generate \$1,200,000 in sales revenue and \$75,526 in net profit, with rising profit margins year-to-year. Going forward, the franchisees plan to extend the ten-year franchise contract and create more franchise locations on the East Coast.



## II. Business History, Background, and Objectives

### A. Company Description:

**Yogen Früz** is a leading name in the frozen yogurt industry that has found major success by utilizing a blend of taste and health. With over 1,300 locations in more than 40 countries, **Yogen Früz** has proven to be an enjoyable destination for people of all ages. The company continues to value its commitment to providing the perfect experience for all customers. As their frozen yogurt has a fifth of the fat and half the calories of regular ice cream, customers can enjoy a sweet treat while maintaining their healthy lifestyle. Michael Serruya and Aaron Serruya founded **Yogen Früz** in 1986 in Thornhill, Canada and have not looked back since. With a variety of options filled with probiotics and a plethora of fresh fruits, their attention to detail has created a lasting brand image globally. **Yogen Früz** has also worked with various charitable organizations over the years, which has reinforced their brand image.



### B. Short Term and Long Term Goals:

To establish a sustainable **Yogen Früz** franchise location, several short-term (next 12 months), medium-term (2-3 years), and long-term (4-5 years) goals have been created with their respective key performance indicators to measure their achievement.

	Goal	Action Plan	Key Performance Indicators
Short Term	1 Introduce Partnerships	Organize agreements with Lindt Chocolatiers and Bellamy Farms for new products	Reach \$65,000 in Yogendor drink sales during October - March 2026
	2 Build an Effective Team	Cultivate a group of staff through extensive hiring process and training sessions	Maintain an employee turnover ratio at or below 9%
Medium Term	1 Build Brand Awareness	Use social media marketing to generate publicity Work with charities to improve brand image	Grow social media impressions to 13 million per year by Year Three
	2 Achieve Customer Satisfaction	Implement FRU Procedure to create high quality control standards Select empathetic and knowledgeable staff Create Google Business Profile	Achieve and maintain a minimum 4.5/5 star rating on Google Maps
Long Term	1 Establish a Clientele	Promote U rewards app downloads at the location Provide quality experience to generate returning customers	7.5 thousand app downloads through Myrtle Beach Yogen Früz location
	2 Increase Net Profit by Year Five	Use effective marketing strategies to appeal to tourists and local clientele	10% year-to-year increase in net profit from 2026-2031

**Figure 1:** Yogen Früz's short, medium, long-term goals

## C. Major Successes and Achievements:

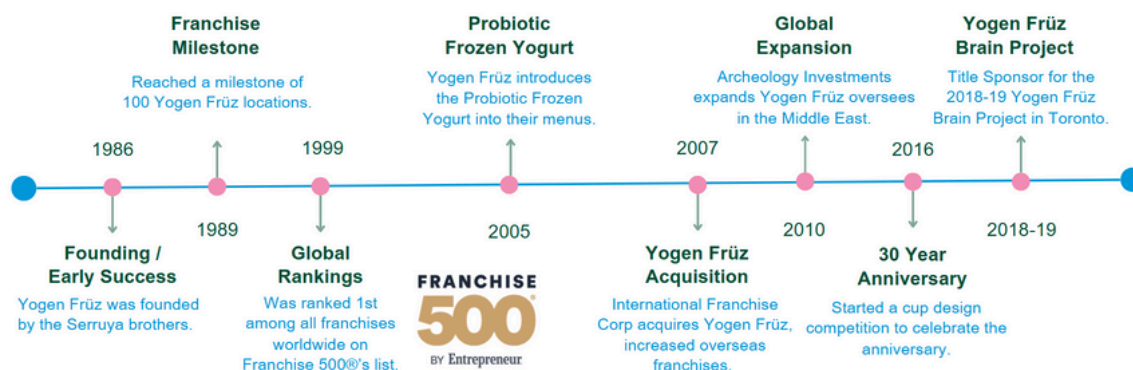


Figure 2: Timeline of Yogen Früz's most notable achievements

## D. Company Challenges and Obstacles:

Myrtle Beach is home to many frozen treat companies targeting tourists and locals. As a result, the market has become highly saturated. This has made it hard to stand out from competitors, while consumer demand in downtown Myrtle Beach drives up leasing costs.

Natural disasters are also an obstacle to the prosperity of this franchise. South Carolina's wildfire season in the late winter can reduce foot traffic, decreasing customer visits to the franchise. In the summer and fall, hurricanes in the Atlantic near Myrtle Beach can cause rainy conditions, reducing tourism. It may also be challenging for the location to succeed in winter, as fewer locals will desire frozen options in cold temperatures. These obstacles can hurt the franchise if responsive measures are not introduced.

## E. Describe the requirements to franchise

- 1 - Prospective franchisees fill out a questionnaire about personal information. All applicants must show **passion**, have **\$100,000** in **liquid assets** and show a **net worth** of **\$200,000**.
- 2 - All suitable applicants must sign a **non-disclosure agreement** before being provided with the **Franchise Disclosure Document (FDD)**.
- 3 - Prospective franchisees review the FDD (normally with a lawyer's assistance) and use provided information to **develop a business plan** for their location.
- 4 - Applicants meet with managerial team at Yogen Früz Headquarters in Toronto, Canada.
- 5 - Franchise Review Board reviews applicant's business plan and their franchise request.
- 6 - Approved applicants sign **franchise agreement** and development agreement.
- 7 - Franchisor's operation team coordinates the hiring of construction companies (HVAC, subcontractors, interior designers, etc.) to commence operations after a one month period.

Figure 3: Yogen Früz Franchising Process

### III. Business Environment

#### PESTLE Analysis:

<b>P</b>	<b>Political</b>	The combined state and local sales tax in Myrtle Beach is 9.0% (Avalara). The high sales tax can put pressure on the business to be profitable while avoiding tax non-compliance. However, other Yogen Früz locations have prospered in with high sales tax rates such as Ontario, Canada (13.0% sales tax). Additionally, the federal Small Business Administration (SBA) and the South Carolina Jobs Economic Development Authority (JEDA) offer programs to support growing small businesses, such as the State Small Business Credit Incentive Program (SSBCI). President Trump's tenure could lead to drastic policy changes, which may impact new businesses.
<b>E</b>	<b>Economic</b>	With the national inflation rate currently at 3.0% (Trading Economics), small businesses are facing challenges sustaining profit margins without raising prices or lowering employee wages. This inflationary market reduces purchasing power and also leads to interest rate increases, which reduce customer spending. The unemployment rate in Myrtle Beach has risen to 5.1% as the job market is rebounding from a labour shortage during the COVID-19 pandemic (Bureau of Labour Statistics). This indicates the growing need for part-time jobs in the community.
<b>S</b>	<b>Social</b>	Myrtle Beach has been one of the fastest growing locations in America over the past ten years, with a current annual population growth rate of 3.13% (World Population Review). This growth has been fueled by retirees moving into the area, who are also the demographic that consumes the most frozen treats (Cura Hospitality). Myrtle Beach also experiences significant economic growth through consumer spending. This spending is currently growing, and has increased by 550 million dollars from 2022 to 2023 (Tourism Works).
<b>T</b>	<b>Technological</b>	With 70% of Americans ordering from a delivery service in February 2024 (Deliverect), Myrtle Beach Yogen Früz must implement online delivery services to match this demand. The use of social media to increase revenue will be prioritized as the industry continues to bolster their marketing efforts. This is justified by a total spend of 3.5 billion dollars across food companies in 2021. Implementation of new technologies will also improve serving time to maximize customer satisfaction. Finally, innovative POS technologies will be employed so artificial intelligence powered data and trend analysis can aid the location's efficiency.
<b>L</b>	<b>Legal</b>	Prior to operations, Myrtle Beach Yogen Früz will acquire several mandatory federal and state licenses such as the License to Operate from the Food and Drug Administration, a Certificate of Occupancy from the South Carolina County, as well as the acquisition of a Food Handlers Permit from the South Carolina Health Department. Total costs incurred from these licenses will cost the business approximately \$650. Legal policies and regulations will be adhered to.
<b>E</b>	<b>Environmental</b>	Over the past 4 years, South Carolina's tourism has lost an estimated 321 million dollars due to forecasted hurricanes during the summer months (Postandcourier). Additionally, forest fires in the late winter can influence the spending behavior of customers, as incurred expenses may cause people to look to save on discretionary items. Also, growing concerns about air quality can deter foot traffic to the retail location. These environmental factors also lead to higher business insurance premiums. Overall, this directly impacts Yogen Früz profitability and seasonality.

**Figure 4:** PESTLE Analysis for Myrtle Beach Yogen Früz

#### Consumer Financials:

Various factors have influenced the financial circumstances of Myrtle Beach Yogen Früz's consumers. Inflation has reduced purchasing power and increased the cost of living for many residents. Unpredictable interest rates have put additional financial pressure on individuals with loans or mortgages. Tourists continue to experience financial strain in the entertainment sector due to the region's economic state. Overall, these factors indicate a desire for affordability for both locals and tourists alike.



## IV. Products and/or Services

### A. List and describe the products and/or services offered

**Yogen Früz** strives to offer customers a wide array of products to satisfy their customers' tastes and preferences. This selection of food products is made from organic fruits and vegetables. Ranging from their signature frozen yogurt flavours like Mango, Pineapple, and Pina Colada, to the classic Chocolate, Vanilla, and Strawberry, each flavour provides a distinct taste and creamy texture.



As the **Yogen Früz** frozen yogurt contains a fifth of the fat and half the calories of regular ice cream, customers can enjoy a treat while maintaining a healthy lifestyle. Priced at \$3.75, \$4.75, and \$5.75 for small, medium, and large sizes, respectively, individuals are getting the best value for quality frozen yogurt. To complement this, **Yogen Früz** provides their Früz Tea selection, consisting of milk teas, fruit teas, smoothies, and slush, where they have a variety of flavours such as Wintermelon Tea, Blueberry Breeze, and Honeydew Slush, all averaging around \$5.00 per drink. **Yogen Früz** also provides vegan sorbet, no-fat, and no-sugar options to ensure the business is all-inclusive. Whether customers come to enjoy a frozen treat or a refreshing drink, **Yogen Früz** encourages each individual towards a special and unique consumer experience.

### U Rewards:

**Yogen Früz** has introduced an online points collection system called the U Rewards, which will be integrated into the Myrtle Beach **Yogen Früz** location. Implementing this rewards system will allow the location to achieve customer loyalty with Myrtle Beach residents.

### Delivery Services:

Myrtle Beach **Yogen Früz** has effectively identified the need for delivery services within the area, as delivery service purchases continue to grow nationally (Deliverect). The location will implement Doordash, Uber Eats, and SkipTheDishes as options for customers within the area.

### Planned Product Additions:

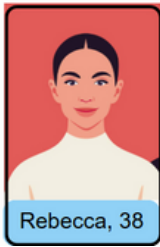
To distinguish **Yogen Früz** from its competitors, a partnership with Bellamy Farms will be established. This will involve special strawberry, blueberry, and raspberry frozen yogurt flavours made using Bellamy Farms' fresh berries. This partnership will both support a local business and provide them with more exposure, while also enhancing **Yogen Früz**'s brand image and increasing brand differentiation. During the winter months, another partnership with Lindt will be established. Lindt is a world-renowned company focused on providing customers with quality chocolate. These partnerships have been approved by the franchisor as it is tailored to the local community. Through this opportunity, Myrtle Beach **Yogen Früz** will create a new drink called the Yogendor, which takes both chocolate and flavour hand-in-hand to provide a hot and creamy drink for customers to enjoy.



## V. Present Market

### A. Describe the present market

#### A1 Primary Target Market



##### Demographics:

- White female tourist, 38 years old, married with 2 children
- Mid-Upper class, \$120,000 household income, lives in North Carolina

##### Psychographics:

- Enjoys beach activities and dining with family
- Prioritizes health, has an adventurous attitude towards life

With 17.2 million tourists visiting the area in 2022, the A1 market will consist of families with children whose parents are aged 31-60 with a household income of \$120,000. This demographic accounts for nearly 50% of tourists within the last 3 years (The Beach). As families and couples visit the area for enjoyment and leisure, total gross sales reached 15.8 billion dollars in 2022, with a 7% year-over-year increase. When considering average visits per year, average years per customer, and estimated retention rate, the customer lifetime value is projected at \$9.00.

#### A2 Secondary Target Market



##### Demographics:

- Upper class retired white male, 57 years old, married
- Lives in Myrtle Beach, located within a 2.5-mile radius of the location

##### Psychographics:

- Comfortable lifestyle, loves the beach, golfing, catching up with friends
- Exercises couple times a week, loves eating out and having snacks

With the average age of Myrtle Beach residents being 46 (Point2Homes), the A2 market consists of retirees aged 50+. They have over 550k in retirement funds, which is over the national average (Edward Jones). Myrtle Beach offers a low cost of living, allowing it to be a popular retirement destination. Since people aged 55+ are the demographic that consumes the most frozen treats in the US, (Cura Hospitality), retirees can purchase from our location without the concern of unhealthiness. As this market tends to consume frozen treats regularly, the customer lifetime value is projected to be \$536.25 over 10 years.

#### A3 Tertiary Target Market



##### Demographics:

- 36-year-old Asian-American, family of 4, recently moved to Myrtle Beach
- Both parents working a office job, Middle class, household income of \$85,000

##### Psychographics:

- Wants a new start in Myrtle Beach with the family
- Enjoys spending quality time with their kids

This market consists of families of varying ethnicities moving into Myrtle Beach, with the parent's ages between 30-50. Situated within 2.5 miles from the location, the new and affordable housing options are a great fit for families with a median household income of \$85,000. As they spend quality time with their kids by the beach, they will appreciate the healthy and affordable options Yogen Früz offers. Despite the low concentration of these families within the area, this group's customer lifetime value is \$322.



Figure 5: Geographic Location

With A1 consumers being tourists, some will travel by air. However, a large portion of this group is from North Carolina and nearby states (VisitMyrtleBeach), and will arrive by car, bus, etc. Both A2 and A3 markets are situated 2.5 miles from the location, allowing accessibility. Some of the A1 market is part of the radius as well. With the development of housing and infrastructure in Myrtle Beach, these markets will continue to grow.

## B. Growth Potential

### Growth of Ice Cream and Frozen Yogurt Market:

The value of the frozen yogurt market in the U.S. amounted to \$347.7 million in 2023 (Data Bridge). The majority of these purchases are impulse-driven, which is the focus of **Yogen Früz**. The market is also growing, with an estimated Compound Annual Growth Rate (CAGR) of 3.6% until 2031. This projection is vital as the company's market share will continue to rise, further justifying the long-term success of the location.

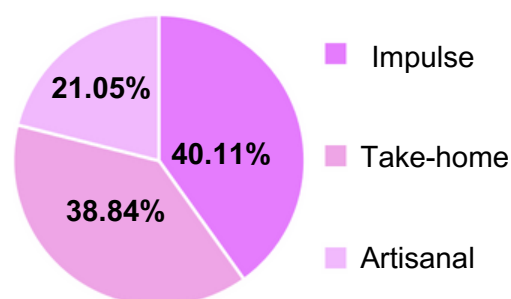


Figure 6: Distribution of Frozen Treat Purchasing Behaviours (Technavio)

### Myrtle Beach Local and Tourist Expansion:

**Yogen Früz** will benefit from increased local consumer loyalty from residents with growing levels of housing construction. Additionally, the rise in tourists visiting Myrtle Beach will be a key factor to success. As tourist spending continues to rise, the Chamber of Commerce is committed to making Myrtle Beach a year-round attraction by implementing various events and accommodations (WPDE). These measures will ensure the growing success of the location.

### Rising Popularity of Healthier Options:

With the U.S Centers for Disease Control and Prevention (CDC) stating that 12% of all Americans had diabetes in 2021, people have become increasingly conscious of what they eat. **Yogen Früz** can use its healthy options to expand its market, effectively painting the business's image as an optimal choice.

## C. Describe the current pricing policy

Myrtle Beach **Yogen Früz**'s pricing policy focuses on generating revenue through its flagship product frozen yogurt, while offering many beverage options. By providing both affordability and taste, the location will be able to retain and improve consumer loyalty.

Pricing of Menu Items			
Frozen Yogurt	Small - \$3.75	Medium - \$4.75	Large - \$5.75
Fruz Teas	Milk Teas - \$5.25	Smoothies - \$4.75	Slush - \$5.00

Figure 7: Pricing Policy Breakdown

## D. Seasonal Factors

Myrtle Beach **Yogen Früz** will thrive during the summer months through the location's successful growing economy and consumer market. As the best time to visit Myrtle Beach for outdoor activities is between April - November, **Yogen Früz** is expected to rely heavily on the A1 target market to generate sales during the summer months. As frozen snacks are primarily sought after in the warmer months, Myrtle Beach **Yogen Früz** is projected to experience diminishing sales in the winter despite moderate weather disparities. Früz teas will be in demand as they rely less on seasonal factors. During these winter months, we plan to pursue a partnership with Lindt, a leading chocolate company in the industry. Through this, the franchise location will create a new drink called the Yogendor. Priced at an affordable \$4.75, this product will improve quarterly sales goals in the winter. This strategy ensures year-round engagement and profitability for the franchise.



## VI. Competition

### A. Primary Competitors

Two comprehensive market analyses have been conducted to determine ways to differentiate Myrtle Beach **Yogen Früz** from competitors. This will encourage the location to implement greater strategies and services to develop long-term success.

	Ben and Jerry's	Yogen Früz	Beach Treats	Sweet Frog
<b>Strengths</b>	<ul style="list-style-type: none"> <li>Located downtown and near waterfront</li> <li>Strong brand recognition within the US</li> </ul>	<ul style="list-style-type: none"> <li>Provides variety and healthy options</li> <li>Located near beach</li> <li>Cost friendly</li> <li>Globally recognized</li> </ul>	<ul style="list-style-type: none"> <li>Great positioning</li> <li>Good customer service</li> <li>Solid reputation</li> </ul>	<ul style="list-style-type: none"> <li>Several franchise locations across East Coast</li> <li>Good positioning</li> </ul>
<b>Weaknesses</b>	<ul style="list-style-type: none"> <li>Low satisfaction with expensive pricing</li> <li>Subpar customer service</li> </ul>	<ul style="list-style-type: none"> <li>Challenge appealing to niche market</li> <li>Recurring operational issues</li> </ul>	<ul style="list-style-type: none"> <li>Operational issues due to wide range of products</li> <li>Low recognition</li> </ul>	<ul style="list-style-type: none"> <li>Most expensive offering</li> <li>Quality control issues</li> </ul>
<b>Pricing</b>	1 Scoop - \$5.80 2 Scoops - \$7.14 3 Scoops - \$8.47	Small - \$3.75 Medium - \$4.75 Large - \$5.75	Small - \$4.29 Medium - \$5.49 Large - \$6.49	Small - \$6.49 Medium - \$7.49 Large - \$8.49

Figure 8: Primary Competitors Analysis

SWOT Analysis	
<b>Strengths</b> <ul style="list-style-type: none"> <li>Product variety</li> <li>Strong social media following</li> <li>Accessible pricing</li> <li>Provides healthier options</li> <li>Brand recognition</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>Frozen yogurt less commonly known than ice cream</li> <li>Lack of experience from staff</li> <li>Inventory management; could lead to waste or shortages due to seasonality issues</li> </ul>
<b>Opportunities</b> <ul style="list-style-type: none"> <li>Rise in tourists year-over-year</li> <li>Increase in health awareness and body care</li> <li>Increase in revenue via joint ventures</li> <li>New housing - growth in local community</li> <li>Advantageous location- airport, beaches, resorts</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>Established competitors within the area</li> <li>Seasonality issues- lower revenue</li> <li>Annual forest fires and hurricanes; deterring tourists</li> </ul>

Figure 9: SWOT Analysis



## B. Advantages

### Health-Based options:

Myrtle Beach **Yogen Früz** provides appealing health-based frozen yogurt options, including low-fat, no-fat and no-sugar options. These options are a significant component of the business's unique value proposition, as the markets of tourists, families, and retirees in the area have all been shown to prioritize maintaining a healthy lifestyle.

### Optimal Pricing:

This location will be known for offering frozen yogurt that is both nutritious and budget-friendly. With a pricing margin of up to 3 dollars cheaper than Ben and Jerry's & Sweet Frog, residents and tourists will be drawn to this affordable option amid their other expenses in Myrtle Beach.

### Global Brand Recognition:

After **Yogen Früz** was founded in 1986, it has been one of their top priorities to become globally recognized. As **Yogen Früz** has rooted itself in several international markets, spanning over 40 countries, **Yogen Früz's** development provides significant distinction among the competition. This compares to companies like Beach Treats and Sweet Frog which lack brand recognition. Over time, the **Yogen Früz** brand has accumulated notable global trust and loyalty. **Yogen Früz** continues to leverage its reputation to attract new and existing customers, effectively allowing for a smooth and successful franchise launch.

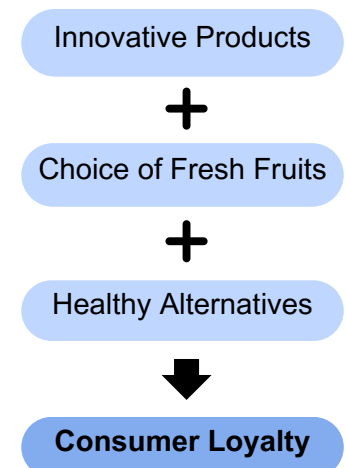
### Innovation:

Customers within Myrtle Beach **Yogen Früz's** current market search for new options and unique opportunities to fulfill their craving for a delicious and healthy snack. Besides **Yogen Früz's** innovative approach to base their products on frozen yogurt, customers can blend their frozen yogurt with fresh fruits and other ingredients. Customization allows Myrtle Beach **Yogen Früz** to appeal to various tastes and preferences while providing healthy options. This customization feature that **Yogen Früz** provides is an effective differentiating factor from its competitors.

## C. Disadvantages

### Operational Issues:

Myrtle Beach **Yogen Früz** also faces operational issues. When dealing with a variety of menu items, the number of combinations and flavours can prove to be overwhelming. To mitigate this issue, the Myrtle Beach **Yogen Früz** franchisees will offer wage increases to staff based on demonstrated competency. In addition, primary ingredients such as cream, sugar, and fruits to create menu items can be costly. To keep costs as low as possible, Myrtle Beach **Yogen Früz** plans to source part of the necessary products from local suppliers such as Bellamy Farms to increase profit margins.



**Figure 10:**  
**Yogen Früz's Advantages**



### Niche Market Appeal:

One main disadvantage the company must work against is the bias from people regarding frozen yogurt. While many are familiar with frozen yogurt, some customers are much more comfortable choosing an ice cream option instead, purely out of habit and consumer preference. Therefore, it is essential that Myrtle Beach **Yogen Früz** can bring in customers who do not regularly consume frozen yogurt through strong marketing techniques and an understanding of market needs to provide apt solutions.

## VII. Marketing Plan

### A. Existing Marketing

**Yogen Früz** focuses on using advertising and sales promotions to reach their customers. Direct marketing channels are not incorporated into the franchisor-level promotional mix.

#### Advertising:

A crucial component of **Yogen Früz**'s current marketing is their use of social media. The franchisor provides individual franchisee's with social media accounts, which franchisees can manage. This allows the posting of location-specific promotions and events on social media platforms in addition to the franchisor-level website, effectively building local publicity and customer loyalty. Additionally, **Yogen Früz**'s franchisor-level marketing team strives to keep up with trends on social media to engage with younger audiences, as they are one of the companies' leading global target markets.



**Figure 11:** Stanley Collaboration

**Yogen Früz** further enriches its marketing by partnering with Stanley and Ninja Kitchen Appliances through social media content and giveaways. This helps the company differentiate from their competitors. **Yogen Früz** also sponsors many social media influencers to spread information about their products, which both improves brand awareness and brand identity.

Finally, as consumers have been shown to buy from companies they trust, a large part of **Yogen Früz**'s advertising aims to improve public relations. This is achieved in part through their sizeable charitable contributions to the Epidermolysis Bullosa Medical Research Foundation, the **Yogen Früz** Brain Project, and the Haiti Relief Fund. These initiatives have been promoted by franchisee's in the past to improve their location's brand image.

#### Sales Promotions:

A major part of **Yogen Früz**'s marketing mix is their use of sales promotions. These promotions include limited-time offers and discounts to drive customers to purchase products. To further stand out from competitors, **Yogen Früz** franchisees use unique marketing strategies such as their Scratch-n-win contest. All sales promotions are carried out while abiding by the Pricing and Promotion policy outlined in the FDD, which is controlled on the franchisor level.



**Figure 12:**  
Scratch-n-win Sales Promotion

## B. Future Marketing

### Social Media Advertising:

Multiple social media platforms will be utilized to reach each of Myrtle Beach Yogen Früz's target markets. First, our primary and tertiary target markets (tourists and local families) can effectively be reached using Instagram advertisements, as these demographics are present on this platform. Myrtle Beach Yogen Früz will hire a qualified marketing manager to create engaging promotional content to be posted on the Myrtle Beach location's Instagram account. This content will spread awareness regarding franchisor-level and franchisee-level promotions. It will also promote Myrtle Beach Yogen Früz's partnerships by generating excitement and differentiating the location from competitors. Similar content will be posted on the location's Facebook account to reach our secondary target market, retirees. The marketing manager will create effective marketing content that appeals to the demographics.

Myrtle Beach Yogen Früz's marketing manager will also manage the scheduling of social media posts and analyze marketing data. They will use Meta Business Suite's Ads Manager to display content to users with the demographics and geographics of the target markets. Ads Manager also allows the location to utilize retargeting to improve the efficacy of marketing efforts.

In the first year of operation, the Myrtle Beach location will pay for 7.2 million impressions on all Instagram posts and 2.1 million impressions on all Facebook posts. With Instagram having a cost per thousand impressions (CPM) of \$4.25 and Facebook having a CPM of \$12.58 (Adroll), the total cost for social media advertising will be \$57,018. It is estimated that Instagram impressions will have a click-through rate (CTR) of 5% and a conversion rate (CVR) of 3%, while Facebook will see a CTR of 10% and a CVR of 5%. With the average conversion resulting in \$7.50 in profit, social media advertising's revenue is estimated to be **\$159,750** (see Figure 14).

### Transit Advertisements:

Considering Myrtle Beach's strong outdoor presence year-round, transit advertisements can be a very effective marketing technique. As the majority of tourists arrive in Myrtle Beach from Myrtle Beach International Airport, the Coast RTA bus station at the airport is in a prime position to display advertisements to our primary target market. The Coast RTA buses can also repeatedly display promotions to locals, reaching our secondary and tertiary target markets.

Myrtle Beach Yogen Früz will pay for partial wraps on three of the forty buses in the Coast RTA.

This style of wrap costs \$750 per month for each bus, and will result in 837,720 impressions each month (see Figure 14 for a full breakdown). This platform will be used for the entire first year of operation. However, after a year, the location will only pay for these advertisements during the tourist prime season, June to August. This is allowed by the Coast RTA, as the minimum pay period for transit advertising is one month.



**Figure 13:**

Yogen Früz Transit Advertisement

### SMS Marketing:

Myrtle Beach Yogen Früz plans to use SMS marketing while adhering to the Telephone Consumer Protection Act. Individuals will be prompted to opt into a text list through social media advertisements using product discounts. It is estimated that 2% of those who engage with our Instagram posts will sign up for the text list, while 5% of engagements on Facebook will lead to sign-ups. With text open rates as high as 98% (Textellent), these messages will improve our middle-of-the-funnel (MoFu) targeting to appeal to those already showing interest in the company's offerings. SMS marketing will be conducted by the marketing manager using a service called EZ Texting, which charges a monthly membership fee of \$20 and charges \$0.015 per SMS message sent. It is estimated that the CVR for SMS marketing will be 5%, resulting in a revenue of \$6,504.75 (Figure 14). Additional SMS marketing will be run on WhatsApp Business, a free service through Meta Business Suite. As a result, the target audience will broaden significantly.

### Marketing Analytics:

The tables below show the financial details estimated for Myrtle Beach Yogen Früz marketing activities. Note that a conversion is classified as a visit to the store or an online order, which is valued at a \$7.50 profit for the location. It is shown that the marketing activities will result in a return on investment (ROI) of **185%** and a customer acquisition cost of **\$2.63**.

Instagram (CPM=\$4.25) (CTR=5%) (CVR=3%)				
Impressions	Engagements	Conversions	Revenue	Cost
7,200,000	360,000	10,800	\$81,000.00	\$30,600.00

Facebook (CPM=\$12.58) (CTR=10%) (CVR=5%)				
Impressions	Engagements	Conversions	Revenue	Cost
2,100,000	210,000	10,500	\$78,750.00	\$26,418.00

SMS Marketing (\$240 annual fee + \$0.015 per message) (CVR=5%)				
Text List Sign Ups	Messages Opens	Conversions	Revenue	Cost
17,700	17,346	867	\$6,504.75	\$505.50

Transit Advertising (1 bus/1month=\$750, generates 279,240 impressions) (CVR=0.1%)				
Fee for 3 buses, 12 months	Impressions	Conversions	Revenue	Cost
\$27,000	10,052,640	10,053	\$75,394.80	\$27,000.00

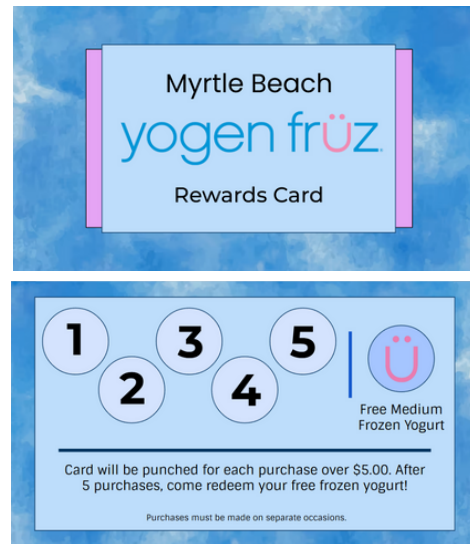
Rewards Cards (revenue not calculated as only accounts for return customers)			Revenue	Cost
Vistaprint Business Card Printing Fee for 8000 Cards				
\$232			n/a	\$232.00

Marketing Key Metrics				
Revenue	Cost	Return on Investment	Customer Acquisition Cost	Net Profit
\$241,649.55	\$84,755.50	185%	\$2.63	\$156,894.05

Figure 14: Marketing Data

### Rewards Card:

During the first 12 months of the opening of Myrtle Beach Yogen Früz, it is crucial to create a clientele of returning customers to support the business. To promote return customers, a rewards card system will be used. Using these cards, customers will be able to get a free medium frozen yogurt after 5 separate purchases over \$5.00. These cards will be provided at the location, and will be stamped to track the customer's visits. This tactic will be particularly helpful in creating return customers in our secondary target market, as seniors are likely to prefer the physical cards to the online rewards system. This will also provide brand differentiation, as these tactics are not currently being used by industry competitors.



**Figure 15:**

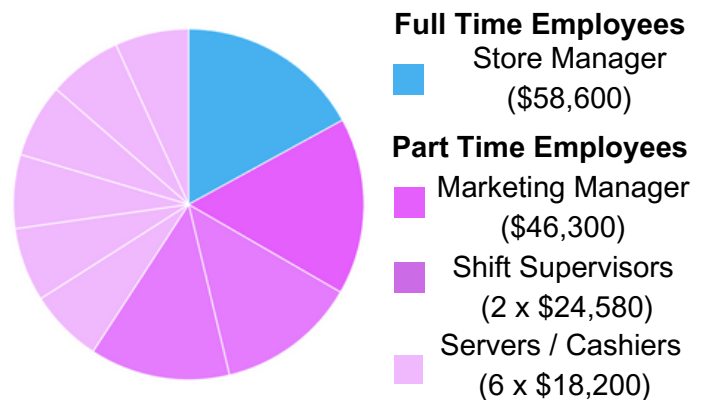
Myrtle Beach Yogen Früz Rewards Card

## VIII. Management and Organization

### A. Strengths and Weaknesses of Management Team

Since 1986, Yogen Früz has provided customers with quality products through a mechanistic management structure. To ensure the same level of success, Myrtle Beach Yogen Früz plans to follow through with similar positions. As responsibilities will be split among the franchisees, their work will primarily be completed behind the scenes to meet the franchise's operational, financial, and public relations needs. Below the franchisees, Yogen Früz locations employ a store manager, an assistant store manager, and two shift supervisors, in addition to 6 frozen yogurt servers. The store manager has invaluable experience in their previous industry positions under competing companies. Salaries for Yogen Früz store managers are \$58,600, 20% higher than the average salary in South Carolina (Ziprecruiter).

The franchise's training processes will ensure employees are ready for the job, earning servers and cashiers over \$18,000. Additionally, the location will hire a part-time marketing manager to analyze trends and coordinate all marketing activities for a salary of \$46,300. Accumulated experience from all staff members will allow a unique and meaningful experience for all customers.



**Figure 16:**

Distribution of Salaries Among Employees

## **B. Development of the Management Team**

At Myrtle Beach **Yogen Früz**, the franchisees have set a high standard for all employees to ensure customer satisfaction. Apart from the subject training sessions before paid work, franchisees will hold mandatory monthly meetings to cover any important subjects regarding operations, new menu items, and weaknesses. In addition, the franchise values the work-life balance of our employees, ensuring that they avoid burnout. To achieve this, our management team provides bi-monthly meeting days after hours where employees gather to have a fun time, and build team collaboration. These practices are crucial to creating and maintaining a quality team at the new franchise location.

## **C. Management Succession Plan**

If one of the two franchisees is unable to continue, the other franchisee will take over the responsibilities of the other. This is possible as both individuals have sufficient skills and experience in management to be able to complete necessary tasks without their partner. In the case that the remaining franchisee is unable to handle the location alone, the store manager will be promoted, with additional promotions based on competency and effort. Given the franchise undergoes substantial growth, the franchisees will be looking to extend the contract for another 10 years as per the FDD, while opening up a new location on the East Coast to expand the brand. If the location was to encounter unexpected financial circumstances, the franchisees may be forced to sell the business. In such a case, the franchisees must submit a written proposal to the master franchisor, who has the opportunity to match and buy the franchise out themselves through their Right of First Refusal (ROFR). However, if they choose not to, 21 days will be given to approve and move to the transfer process for the external buyer. The master franchisee can reject any purchase offers based on financial strength, business experience, qualifications, and moral character.

## **D. Obtaining additional management personnel based on present and projected sales**

As the Myrtle Beach location grows, it may be necessary to hire additional personnel to keep up with demand while maintaining quality. In this event, the company's priority will be to hire qualified staff to contribute to a positive and productive work environment. When new positions are needed they will be posted on Indeed and ZipRecruiter, while LinkedIn will be used to boost interest for a given position. If deemed necessary, these posts will be paid for on these sites via an interaction-based pricing system to increase application counts, thus increasing the likelihood of finding the best candidates. Tear-off flyers will also be posted on the Coastal Carolina University campus to increase the number of competitive applicants.

Staff members can also be promoted to a higher management position. In most cases, the position being filled would be lower in the chain of command. Additionally, a rise in sales could result in hiring the marketing manager as a full-time employee. This individual would continue to analyze notable trends and implement strategies to obtain new and repeat customers.



## IX. Business Resources

### A. Major Operating Equipment

To provide the best possible experience to all customers, Myrtle Beach Yogen Früz plans to purchase the most up-to-date equipment, which will cost \$31,500. The master franchisee has approved all equipment conditions to ensure that they comply with Yogen Früz standards. A brief breakdown of all necessary operating equipment is listed below.

Soft Serve Frozen Yogurt	Mixing Stations	Counters	Sealer Machines	Tea Brewers	Tapioca Pearl Cookers	Freezer Cases	
\$12,000	\$2,500	\$3,000	\$2,000	\$500	\$3,500	\$4,000	
Cleaning Supplies	Dish-washers	Sinks	POS System	POS Cash Register	Receipt Printer	Promotional Banners	Miscellaneous
\$750	\$500	\$500	\$1150	\$100	\$200	\$300	\$500

Figure 17: Operating Equipment Price Breakdown

### B. List major suppliers, location and payment terms

Various suppliers will provide Myrtle Beach Yogen Früz with the ingredients necessary to create the store's products. Yogen Früz has negotiated competitive payment agreements with these suppliers. With vendors such as Sysco and Florida Crystals, the franchise has arranged payment cycles and consistent delivery services to ensure operational consistency. As a part of the partnerships with Bellamy Farms and Lindt Chocolate, some of their products will also be supplied to the Myrtle Beach location. With the recent shift in Lindt's supply chain due to potential tariffs, the business may transition to partnering with alternative premium companies such as Hershey's and M&M to support the domestic economy. Equipment purchases such as frozen yogurt machines and appliances may come from different suppliers, but must be approved by the master franchisor. However, advanced POS systems must be purchased from select vendors to allow for data and information tracking by the master franchisor. All equipment will be purchased through a one-time payment.

### C. Identify other outside resources used or needed to fulfill customer requirements

As a part of the new rewards card system, Myrtle Beach Yogen Früz will print cards through Columbia Printing's services. A total of 2,000 reward cards will be printed quarterly. Myrtle Beach Yogen Früz will also be working with Doordash, Uber Eats, and SkipTheDishes to provide products to consumers, which each charge varying registration and commission fees.

### D. Describe quality control procedures

Yogen Früz's franchisees are given the responsibility of instilling strong quality control procedures. However, the master franchisee and franchisor reserve the right to examine the adherence to these measures as well as general health and safety at any time of operation.

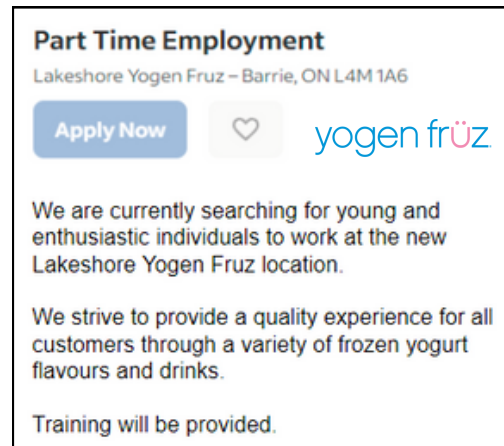
Myrtle Beach Yogen Früz will have employees perform the F.R.U procedure which will ensure meeting quality control measures to maintain high standards and customer satisfaction.



Figure 18: New F.R.U Quality Control Procedure

## E. Availability of Skilled Labor

Most positions required to run Myrtle Beach Yogen Früz will be entry-level. These positions will be primarily filled by young adults working part-time jobs, as people aged 16-34 account for 25% of the Myrtle Beach age demographics (Townfolio). Team members will only be selected if they can contribute to a positive workspace and have the necessary skills to meet the franchise's standards.



**Figure 19:** Indeed Advertisement Posting

## F. Necessary Training to Improve Skills

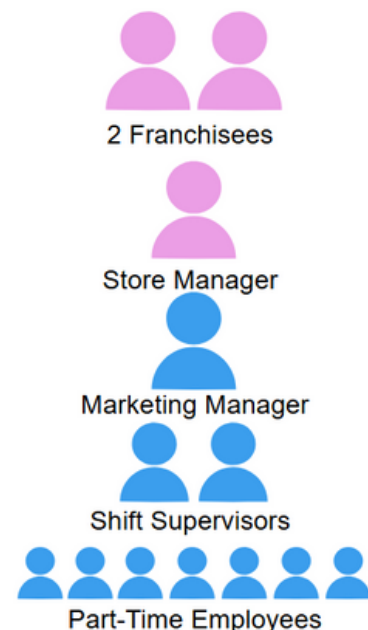
At Myrtle Beach Yogen Früz, the franchisees will prioritize making the customer experience as enriching as possible. This can be achieved through the extensive training practices Myrtle Beach Yogen Früz will implement. Training sessions for part-time workers will occur for three days every second quarter, where employees will complete paid training sessions tailored to their needs. Between training sessions, the assistant store manager and store manager will continuously monitor employee performance through a training needs assessment, achieved through surveys and performance reviews. During these training sessions, employees will direct their efforts to improve on identified weaknesses, which have been split into operational, customer service, and administrative areas. In addition, generalized training for new menu items will be provided. These training days are essential to polish existing skills to ensure continuous customer satisfaction. Franchisees are required to complete any refresher training sessions that the Yogen Früz board administers.

## G. Number of Projected Part-Time and Full-Time Employees

To ensure efficiency and cohesiveness within Myrtle Beach Yogen Früz, the franchisees have determined that eleven employees will be hired; seven servers, two shift supervisors, a marketing manager and a store manager. The store managers and franchisees will be the only full-time workers, similar to the average organizational structure within Yogen Früz franchises. Through the number of part-time frozen yogurt servers, Myrtle Beach Yogen Früz can reduce the risk of being short-staffed.

## H. Organizational Chart

The organizational chart is shown through Figure 29 on the right.



**Figure 20:** Myrtle Beach Yogen Früz Organizational Chart

## X. Financial Plan and Data

### A. Describe the company's sales and profit trends

To get an estimate of Myrtle Beach Yogen Früz's success, the financial data of similar companies was examined. Dairy Queen franchises, which offer similar products to Yogen Früz, generate \$1,340,000 in annual revenue on average (Wolfffranchises) with an annual profit of \$194,000. While Dairy Queen is a more renowned company than Yogen Früz, it is believed the advantageous Myrtle Beach location will allow the store to generate a similar revenue and net profit. The Two-Year Operating Statement indicates that Myrtle Beach Yogen Früz will generate \$1,200,000 in revenue and \$75,526 in net profit during our first year (excluding franchisee investments). The location's net profit will see a significant rise after year one when fixed costs are decreased. It is then projected the net profit will increase exponentially by 10% annually between the second and fifth operating years, then slowing to grow incrementally after year five.

### B. Strategy and timing for obtaining capital

To obtain sufficient capital for the establishment of Myrtle Beach Yogen Früz, franchisees Shobeir and Kim will each invest \$300,000 and will benefit from a 7 (a) Loan provided by Wells Fargo through the Small Business Administration (SBA). The loan will be for \$300,000 at a 10.5% APR. Obtaining a business loan through the SBA is advantageous as it improves the lender's security. The loan will be repaid over three years through monthly installments of \$9,683.84. Additionally, Shobeir and Kim plan to apply to various government programs for growing small businesses to assist the franchise.

### D. One-year projected cash flow statement

Cash Inflows	Q3 (Jul.-Sep.)	Q4 (Oct.-Dec.)	Q1 (Jan.-Mar.)	Q2 (Apr.-Jun.)
Sales	\$300,000.00	\$280,000.00	\$300,000.00	\$320,000.00
Franchisee Investment	\$600,000.00	-	-	-
Bank Loan	\$300,000.00	-	-	-
Quarterly Inflow	\$1,200,000.00	\$280,000.00	\$300,000.00	\$320,000.00
Cash Outflows				
Cost to Franchise	\$25,000.00	-	-	-
Cost of Goods Sold	\$100,000.00	\$93,333.33	\$100,000.00	\$106,666.67
Marketing Costs	\$21,999.00	\$21,999.00	\$21,999.00	\$21,999.00
Printing Rewards Cards	\$58.00	\$58.00	\$58.00	\$58.00
Store Equipment / Signs	\$33,000.00	-	-	-
Employee Salaries	\$59,670.00	\$59,670.00	\$59,670.00	\$59,670.00
Employee Uniforms	\$600.00	-	-	-
Utilities	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00
Lease Payments	\$14,625.00	\$14,625.00	\$14,625.00	\$14,625.00
Doordash Commissions	\$4,275.00	\$3,990.00	\$4,275.00	\$4,560.00
Training Expenses	\$5,000.00	-	-	-
Licences and Permits	\$10,000.00	-	-	-
Business Insurance	\$1,875.00	\$1,875.00	\$1,875.00	\$1,875.00
Bank Loan Repayment	\$29,252.19	\$29,252.19	\$29,252.19	\$29,252.19
Company Royalties	\$18,000.00	\$18,000.00	\$18,000.00	\$18,000.00
Franchisor Advertising Fees	\$9,000.00	\$9,000.00	\$9,000.00	\$9,000.00
Quarterly Outflow	\$333,854.19	\$253,302.52	\$260,254.19	\$267,205.86
Net Cash Flow	\$866,145.81	\$26,697.48	\$39,745.81	\$52,794.14
Cumulative Cash Flow	\$866,145.81	\$892,843.29	\$932,589.10	\$985,383.24

### C. Two-Year Operating Statement

Operating Expenses:	2026	2027
Inventory	\$400,000.00	\$500,000.00
Store Equipment / Signs	\$33,000.00	\$10,000.00
Employee Salaries	\$238,680.00	\$238,680.00
Employee Uniforms	\$600.00	-
Lease Payments	\$58,500.00	\$58,500.00
Utilities	\$6,000.00	\$6,000.00
Total:	\$736,780.00	\$813,180.00
Non-Operating Expenses:		
Cost to Franchise	\$25,000.00	-
Marketing Costs	\$84,756.00	\$64,506.00
Doordash Commissions	\$17,100.00	\$21,375.00
Training Expenses	\$5,000.00	\$3,000.00
Licences and Permits	\$10,000.00	-
Business Insurance	\$7,500.00	\$7,500.00
Bank Loan Repayment	\$117,008.76	\$117,008.76
Company Royalties	\$72,000.00	\$90,000.00
Franchisor Advertising Fees	\$36,000.00	\$45,000.00
Total:	\$374,364.76	\$348,389.76
Operating Revenue:		
Frozen Yogurt Sales	\$1,000,000.00	\$1,250,000.00
Beverage Sales	\$200,000.00	\$250,000.00
Total:	\$1,200,000.00	\$1,500,000.00
Gross Profit (Before Tax)	\$88,855.24	\$338,430.24
Net Profit	\$75,526.95	\$287,665.70

The acquisition of the \$300,000 7(a) loan will sufficiently cover costs associated with opening the location and will provide the necessary cash for vital outflows to be accounted for. As the greatest portion of these outflows will occur during the first quarter of opening (Q3), selecting a business loan which is to be received in lump sum before opening was crucial. The remaining inflows will be in the form of franchisee investments and product sales.

## XI. Conclusion

### Summary of plan:

The continuous growth of high-demand tourism in Myrtle Beach has allowed the franchisees, Kim and Shobeir, to identify a high level of market potential for the opening of Myrtle Beach **Yogen Früz**. As **Yogen Früz** has built a reputation for providing quality frozen yogurt and beverages for decades, Myrtle Beach **Yogen Früz** has made it its mission to uphold and improve the company's current brand image through remarkable taste and service that customers will remember. Myrtle Beach **Yogen Früz** plans to leverage the extensive brand recognition and customer base to build a successful franchise. Through this, the location aims to attract both residents and tourists from neighbouring areas to serve the community for years to come.

### Financial Request:

Today, we are requesting a loan for \$300,000 at an interest rate of 10.5% APR through the Small Business Administration, provided by Wells Fargo. This business loan will be paid back over three years through monthly instalments. As outlined in our projected Two-Year Operating Statement, this money, together with the franchisee investments, will effectively cover all costs necessary to bring Myrtle Beach **Yogen Früz** into reality. By implementing strong marketing techniques, selecting an effective location, creating new partnerships, and building a quality team, the Myrtle Beach location will be able to build a substantial clientele and thrive in the competitive market. With this funding, we will be able to create an electrifying spot for tourists and locals alike that will provide quality frozen treats for the growing community of Myrtle Beach.

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