



**Mini Donuts**

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# **BUSINESS GROWTH PLAN**

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**Zoey Heyn**

**1/21/2025**

Bridgman High School

9964 Gast Rd.

Bridgman, MI 49106

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# I. EXECUTIVE SUMMARY

## OVERVIEW

Zo's Mini Donuts is a seasonal donut stand based in Southwest Michigan that serves hot, affordable, and sharable mini donuts. Founded by Zoey Heyn as a freshman in high school, Zo's operates from stationary food trucks or trailers, providing a quick-service restaurant (QSR) experience. Our focus on fresh, made-to-order donuts sets us apart from traditional bakeries. Zo's is committed to fostering a community-focused environment, creating a positive and lively atmosphere that welcomes everyone. Established on July 7th, 2023 in Sawyer, Michigan, Zo's Mini Donuts has since expanded to a second location in New Buffalo, Michigan, and is excited to continue spreading the sweetness.

- Profitable
- Mobile
- Efficient and effective website
- Low overhead
- Strong social media presence

- Lack of road recognition
- Reliant on temporary permit
- Quality control

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O | T

- Diversify products
- Increase locations
- Increase collaborations
- Increase hours of operations

- Competition
- Weather
- Health Trends



MENU	
Glaze - 5 for \$6	
Cinn + Sugar - 5 for \$5	
Powdered Sugar - 5 for \$5	
Donut Holes - 10 for \$5	(If in Stock)

Seasonal  
Operating Hours

**OPEN DAILY 8am - 11am**  
**SUNSET SPECIAL**  
**FRIDAY - SUNDAY**  
**8 pm - 10 pm**

### Products Offered

Zo's Mini Donuts has a sweet and simple menu with three flavors. The homemade glaze is the best seller, but the cinnamon and sugar is a close second. The donut holes come in various flavors and are a great bite-size treat for kids. The light and airy donuts come in packs of five and the donut holes come in packs of ten.



Inviting and  
lively

Atmosphere



Community Focused



Family Friendly

- Expand Market - Grow Brand Image - Increase A.T.V. -

## Growth Plan

**Locations** - Serves to have strategic placements and expand into the college markets widening our brand's demographics.

**Menu** - Serves to increase Average Transaction Value (ATV) by introducing new toppings, merchandise, and a take-home item.

**Promotions** - Serves to build and maintain brand image and expand our market by utilizing various social media and advertisement channels.

## Five Year Goals

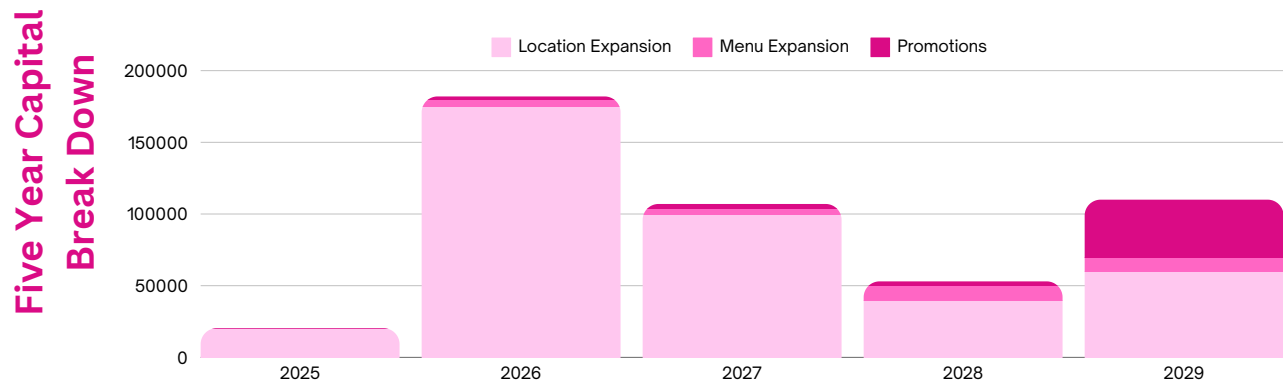
**2025:** Open a third location in St. Joseph, MI in a stationary trailer

**2026:** Open a fourth location in East Lansing, MI, and launch TikTok as a platform to engage a younger audience increase brand awareness, and introduce eco-friendly merchandise.

**2027:** Introduce new topping flavors and expand digital advertising efforts to grow brand recognition.

**2028:** Introduce coffee to the East Lansing location and maintain all four locations.

**2029:** Introduce coffee to seasonal locations, develop take-home items, research a fifth location, and launch a loyalty program which includes a mobile app.



## Financial Request:

Principal	Interest Rate	Months for Payments	Monthly Payment	Total Paid with Interest	Return on Investment	Percent ROI
\$250,000.00	8.0%	60	\$5,069.10	\$304,145.91	\$54,145.91	22%

## II. INTRODUCTION

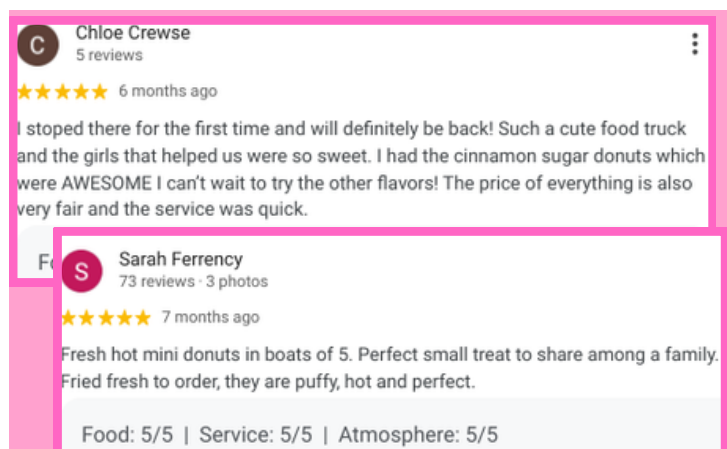
### A. TYPE OF BUSINESS OWNED AND OPERATED AND A DESCRIPTION OF THE CURRENT BUSINESS OPERATIONS

I started Zo's Mini Donuts on July 7th, 2023, just after my freshman year of high school. My sister and I ran it for four weeks out of a food trailer at 12816 Red Arrow Hwy. in Sawyer, Michigan. Baking has always been a passion of mine, and mini donuts have always been a family and friend favorite. Not only did I want to share these delicious donuts, but I also wanted to create an environment that fostered community with a positive and inviting atmosphere that

anyone could be a part of. In my first season, 2023, I sold 15,000 donuts and was able to purchase a mobile food truck for my business. This purchase allowed me to start a second location and offer private events. In my second season, 2024, I added another location by operating out of the stationary food truck at 200 W Buffalo St. in New Buffalo Michigan, operated for six weeks, and hired seven employees. I am currently the sole proprietor of Zo's Mini Donuts and I want to continue to spread the sweetness.



**First Location**  
12816 Red Arrow Hwy,  
Sawyer, MI.



**Customer Google Reviews found on Zo's Mini Donuts Google profile**