Overview Plan

CloudFizz Business Plan

Concept Image:

Business Overview

Concept:
CloudFizz is a modern soda experience offering customizable drinks using sodas, fruit purees, flavored syrups, and cold foam toppers. The model is scalable and versatile, ideal for space sizes ranging from 1,000 to 3,000 sq ft in traditional brick-and-mortar retail settings.

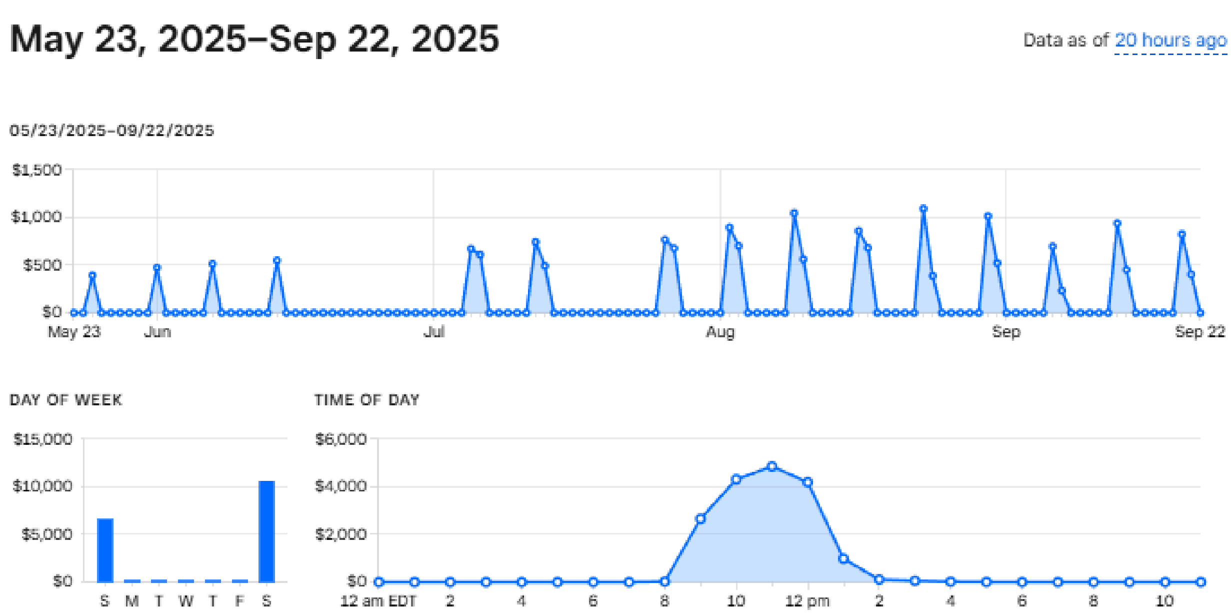
Unique Selling Proposition (USP):
CloudFizz blends highly customizable, visually captivating drinks with a modern customer experience. Each location offers unique flavor options, seasonal specials, and the signature cloud-like cold foam topping. Our design adapts to varying retail footprints, ensuring efficient layouts and high-margin product delivery.

Target Market:

- Teens and young adults seeking social, non-alcoholic drink experiences
- Families visiting shopping centers and entertainment plazas
- Fitness enthusiasts (with plant-based, low-sugar, and functional soda options)
- Local residents and professionals seeking fun alternatives to coffee or bubble tea

Management Team:
Dewayne Tao, Air Force disabled veteran, first-generation Asian-American, Fairfax County resident, former federal contractor, data scientist, and experienced food service professional. Has 231k followers on his personal tiktok mostly focused on residential renovations he's done to his own home – curating and building the cloudfizz tiktok at 3k+ since May 2025. Brings operational discipline, analytical skills, design sense, and a strong sense of community impact.

Current Sales:



Future Store Product Offerings

Dirty Sodas, Energy Drinks, & Mocktails ($6 starting at 16 oz sizes)

- Classic canned or fountain sodas (Coke, Sprite, Dr. Pepper, Fanta, Red Bull, Celsius)
- 60+ Torani syrups, fruit purées, sweet creams, candy mix-ins
- Signature seasonal drops (e.g. Cherry Blossom Fizz, Autumn Chai Cola)

Healthy Sodas ($7 starting at 16 oz sizes)

- Prebiotic sodas: Poppi, Olipop
- Lotus plant-powered energy sodas
- Sparkling spa water with citrus, herbs, and botanicals
- Protein- or collagen-infused sodas (optional future product line)

Snack Offerings ($3 starting)

- Pretzel Bites
- Grilled Cheese
- Collaborate with local bakeries for pop up offerings
- Simple and fast snacks that would be easy to prepare

Space Layout & Adaptability

CloudFizz is designed to flex across multiple retail configurations, ensuring each store maintains efficiency, visual appeal, and guest comfort:

1,000 sq ft (Grab-and-Go Format):

- Fast counter service with streamlined back-of-house prep
- Minimal seating (bar stools or bench seating)
- Compact cooler and fridge setup for syrups, fruit purées, and creamers
- POS system with 1-2 self-service kiosks or tablets
- Best for strip malls, gyms, or commuter-dense areas

2,000 sq ft (Neighborhood Social Hub):

- Full front counter with seating area and photo-friendly instagrammable wall
- More extensive prep and storage zones
- Separate "Healthy Soda" and "Dirty Soda" counters
- Lounge or cafe-style seating with community board games or merch display

3,000 sq ft (Community Anchor Store):

- Ample seating zones and semi-private booths
- Open-concept design with decorative lighting and brand activations
- Flex space for events, school fundraisers, and fitness brand collabs
- High foot traffic lifestyle center retail location

Build-Out Considerations:
CloudFizz is pursuing retail leases in the $30–$40 PSF/YR range but is flexible dependent on expected foot traffic of the location. Ideally, we'd love to take over a bank space and convert it into a drive through beverage location and reuse pneumatic tube system for sealed can delivery, preferably with two drive through lanes.

Highlight: People are always looking for a new drink spot, with decreasing alcohol sales and people wanting healthier non-alcoholic options, if we can deliver a fast paced low carb unique drink delivery system akin to Starbucks, it'd be the most optimal solution.

Startup Costs and Build-Out Budget (Scalable)

Estimated Startup Cost by Location Size:

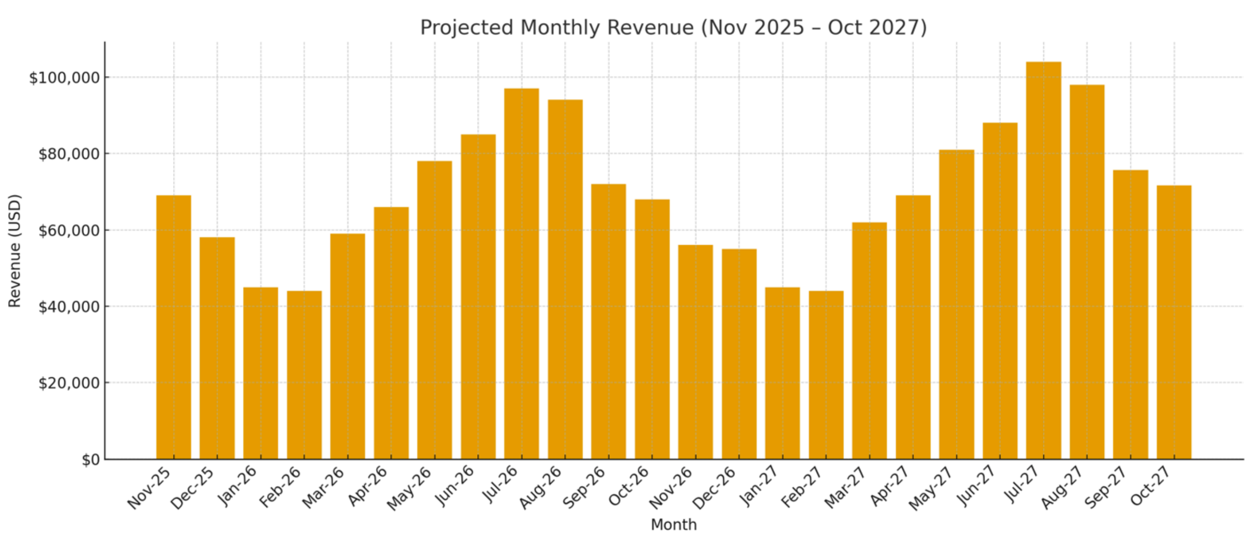
- **1,000 sq ft:** $150K–$200K (empty retail build-out)
- **2,000 sq ft:** $250K–$350K (moderate build-out with seating)
- **3,000 sq ft:** $400K–$500K (full build-out with lounge/events)

Cost Components:

- Build-out & Renovation ($100–$125 PSF, depending on condition)
- Equipment (soda machines, ice machine, fridge, POS, self ordering kiosks, can sealer, etc.): $30K–$40K
- Initial Inventory: $10K–$15K
- Licenses, insurance, signage: $5K–$10K
- Initial marketing + digital menu/website: $5K–$7K

Revenue Projections

Brick-and-Mortar:



Marketing Strategy

- Leverage TikTok and Instagram accounts for soft-launch campaigns
- Partner with gyms, schools, family centers for co-promotions
- Partner with other farmers market bakeries and snack shops for collaborative events
- Do daily discount deals like: Student Sundays, Mom Mondays,
- Have drinks of the week to keep people coming back and trying new flavors
- Loyalty program using punch cards or Square

Growth Outlook

- **Year 1:** Launch first store while continuing community involvement and pop up markets on the weekends, offering catering and event services
- **Year 2:** Expand to 2nd Virginia location based on metrics
- **Year 3+:** Bottled product line, national expansion, franchising

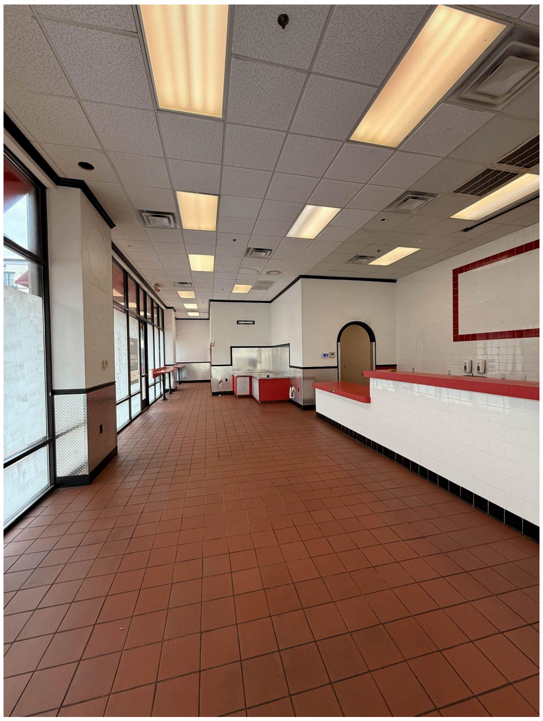
Conclusion

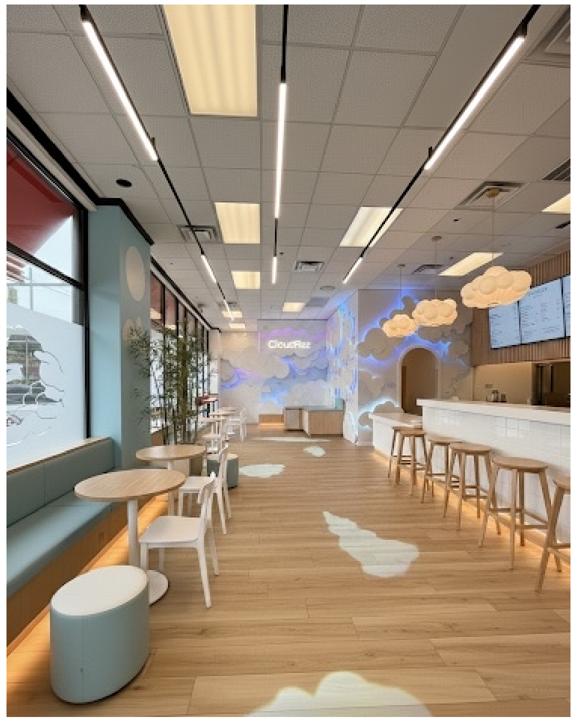
CloudFizz offers a scalable, high-margin concept built for modern consumers. With a strong veteran-owned identity, modular design, and favorable lease economics, CloudFizz is poised to become the first soda-forward retail chain in Northern Virginia. The model adapts to spaces from 1,000 to 3,000 sq ft and leverages both functional and fun drink trends to deliver a fresh, repeatable experience.

Ashburn Expansion

CloudFizz Ashburn Pop-Up Expansion – Operational Plan & Financials

Location Overview & Pop-Up Concept





CloudFizz is preparing to launch its first brick-and-mortar location in Ashburn, VA – specifically taking over a recently closed Firehouse Subs space at the One Loudoun shopping center (20544 Easthampton Plaza, Ashburn). This 1,800 sq. ft. unit will serve as a **short-term pop-up (6-12 month lease)** to introduce Loudoun County's first and only dedicated "dirty soda" shop, with potential to extend or relocate nearby if successful. We have engaged the local community throughout our journey and will continue to do so by gathering feedback on the concept and location. One Loudoun is a vibrant mixed-use development with strong family foot traffic and events downtownoneloudoun.com, making it an ideal venue to generate buzz and validate demand for CloudFizz before committing to a permanent build-out. The goal is to open by **November 1** (keys in hand October 1) and operate 7 days a week from 10 AM to 10 PM (with potential later hours on weekends) to serve visitors throughout the day and evening.

The **CloudFizz concept** centers on "dirty sodas" – customizable soft drinks mixed with flavored syrups, creams, and add-ins – along with "dirty" lemonades, Lotus plant-based energy drinks, and Red Bull-based mocktails. The company has already proven demand through pop-up booths, generating **$19,507 in total sales from 24 farmers' markets and private events** in 2025. The Ashburn pop-up store will build on this success with an expanded menu, small bite offerings, and a full-time presence in a high-traffic retail hub. Our aim is to be the go-to beverage spot for local families and teens seeking a fun alternative to coffee or tea, capitalizing on a growing nationwide dirty soda trend.

Example of creative "dirty soda" offerings featuring flavored syrups, fruit purees, and even energy drink mix-ins. The "dirty soda" trend from Utah has recently arrived in Northern Virginia and is already attracting devoted fans northernvirginiamag.com, indicating strong market potential for CloudFizz.

The One Loudoun pop-up will allow CloudFizz to **test and refine the concept** in a real retail environment with minimal up-front investment. Because this is a second-generation restaurant space, we are not permitted to alter the floor layout or major structures, but we can decorate and furnish it to reflect the CloudFizz brand. This flexibility aligns with our strategy of starting lean: we will focus on cosmetic transformations and portable equipment. If the pop-up resonates with customers and proves financially viable, we plan to transition into a longer-term lease or move to an available nearby storefront (such as the Stretch Lab space at 44719 Brimfield Dr., also in One Loudoun) to establish a permanent location. In either case, CloudFizz will remain **Loudoun County's pioneer dirty soda shop**, bringing a popular Western U.S. beverage trend to this family-oriented community.

Space Adaptation & Build-Out Plan

Operating in a former Firehouse Subs means the **core infrastructure is already in place** – the space comes with finished walls, flooring, a long service counter, HVAC, plumbing (including a hand-wash sink and restrooms), and basic electrical. This greatly reduces the build-out time and cost compared to starting from an empty shell. Instead of heavy construction, our focus will be on **adapting and decorating the interior** to transform the sandwich shop aesthetic into CloudFizz's fun, cloud-themed soda bar:

- **Interior Décor & Branding:** We will repaint the bold red and brick-themed walls of the previous tenant with our brand's color scheme (e.g. bright sky blue, white clouds). An 80-inch wide by 149-inch tall brick accent wall will be covered or painted with a sky-and-cloud mural to serve as an "Instagrammable" centerpiece. Soft accent lighting in the shape of clouds (hanging LED cloud lamps and neon signs) will be installed to reinforce the cloud motif. We plan to hire a professional decorator or interior designer to ensure the space doesn't feel like "just a repainted sub shop" but rather an immersive CloudFizz experience. Window decals and vinyl graphics will be applied to the storefront to display our logo and entice passersby with images of colorful drinks.

- **Seating & Furniture:** The existing front service counter (approximately 25 feet long) will be repurposed as a **soda bar** where customers can sit and enjoy their drinks. We will add bar-height stools along the customer side of the counter, creating a diner-like feel. Additionally, we'll furnish the dining area with a mix of bench seating, tables, and chairs to accommodate roughly 20–30 customers at a time. All furniture will be portable and cost-effective, since this is a temporary lease (e.g. high-top tables and lightweight benches that can be relocated to a future site if needed). A small **self-service counter** near the register (originally used for condiments/napkins) will be converted into a merchandise display or grab-and-go station. Here we can showcase CloudFizz merch (branded mugs, t-shirts, keychains) and possibly a self-serve water station or sample "mix-in bar" for customer engagement.

- **Equipment & Appliances:** Since the kitchen cannot be substantially modified, we will bring in countertop appliances to prepare our expanded menu. The space currently lacks refrigerators and a soda fountain, so we will **procure key equipment** such as:

    - A commercial **soda fountain system** (to dispense cola, diet cola, lemon-lime, etc.) obtained through contracts with Coca-Cola or Pepsi. We are in talks to source a fountain machine (8–10 heads) with bag-in-box syrups – these companies often provide equipment on loan with syrup purchasing agreements.

    - **Refrigeration units**: At least one full-size glass-door display fridge (for storing cold ingredients and possibly bottled drinks) and two under-counter refrigerators behind the bar for cream, dairy, and perishable add-ins. We'll also acquire a commercial ice machine (critical for high volumes of cold drinks) to fit in the back area.

    - **Counters & Storage:** Portable counters or shelving for our extensive syrup collection. We plan to carry **60–80 flavored syrups** (including sugar-free variants of popular flavors from Monin and Torani, plus our own house-made syrups), requiring a well-organized rack system behind the counter. The syrup bottles will be displayed in rows (as seen in similar shops) for visual appeal and easy access. We will also set up a small sink station if needed for rinsing utensils (the existing hand-wash sink may suffice under health code).

    - **Snack Preparation:** To introduce simple food items, we may use a small toaster oven or panini press (no open-flame cooking) for items like pretzel bites or grilled cheese. These appliances are electric and ventless, avoiding the need for expensive hood installation. We will verify with the health department that our minimal food prep setup (mostly heating pre-made items) complies with code for this temporary arrangement.

    - **Point-of-Sale & Tech:** We will install a modern POS system (e.g. Square or Toast tablet registers) with an option for a **self-ordering kiosk** at the front. Customers can either order directly from staff or use the kiosk to customize drinks. Additionally, we'll set up a simple online ordering system for pickup orders. The space's side entrance will be designated for **pick-up/curbside orders**, allowing customers (or delivery drivers) to quickly grab pre-made drinks without navigating the main ordering line.

    - **Other Fixtures:** Security cameras and an alarm system will be added for safety (especially given the late evening hours). We'll ensure the exterior signage is updated – likely using temporary banners or window signage, as permanent sign changes might not be feasible for a short lease. All modifications will be cosmetic or portable; no structural changes will be made without landlord approval.

- **Timeline & Budget:** We anticipate a swift turnaround of the space. With permits and inspections primarily focused on health and occupancy (since no major construction), a **4–5 week build-out** period is planned from October 1 to the end of October. This includes painting, furnishing, equipment installation, and decorating. We are targeting a **November 1 opening** (a Saturday grand opening event). The budget for this interior makeover and equipment setup is approximately **$100,000**. Major cost components include the soda dispenser system, refrigeration and ice machine, furniture and décor, fixtures (lighting, signage), initial inventory of syrups/cups, and professional services (painting, installation). We have about $30,000 in personal capital to invest and are seeking additional funding (through investors or a small business loan) to cover the remaining startup costs. *This upfront investment is relatively modest compared to a full restaurant build-out; by leveraging an existing space and focusing on essentials, we're keeping costs in check while creating an inviting atmosphere.* (For context, converting an empty 1,000 sq. ft. shell into a basic cafe can easily exceed $150–$250K, even without high-end finishes.)

In summary, the operations plan for the physical space is to **work with what's there** and infuse it with CloudFizz's identity. We will comply with all permitting requirements (health department, business license, temporary signage permits, etc.) and coordinate closely with the landlord given the short-term nature of the lease. The pop-up will essentially be a fully functional CloudFizz store, just in a temporary "test bed" location – all equipment and furnishings are seen as investments that can move with us to a permanent site if needed. By late October, the former sandwich shop will be transformed into a whimsical soda haven, ready to serve customers and make a memorable impression that builds our brand in Loudoun County.

Product Mix & Menu Offerings

One advantage of moving into a physical store is the ability to **expand our menu** beyond what we could offer at a market stall. The Ashburn store's menu will include all the beloved drinks that made CloudFizz popular, plus new additions tailored to this brick-and-mortar setting. Our focus remains on quality, fun, and customization. Key product categories include:

- **Dirty Sodas & Lemonades:** A wide variety of craft sodas made with our base fountain sodas or seltzers, mixed with flavored syrups, purees, and a splash of cream. Customers can choose from our list of signature combinations or build their own. For example, fan-favorites from our pop-ups like the *"Cuban Cola"* (cola with fresh lime, mint, and coconut cream) or *"Raspberry Coconut Lemonade"* will be on the menu. Each drink is made to order, allowing the customer to adjust sweetness or add toppings. **Pricing** will be around **$6 for a 20–24 oz drink** (regular size). We are considering offering two sizes to match competitors: e.g. 16 oz small for ~$5 and 24 oz large for ~$7, but initially we may keep one standard size (to simplify operations) and use a universal price for dirty sodas around $6. Consistency in taste is crucial, so staff will be trained on standardized recipes for every signature drink to ensure that a "CloudFizz Cola" tastes the same each visit.

- **Lotus Energy Drinks & "Dirty" Red Bull:** These cater to customers wanting a caffeine boost in a novel format. **Lotus Plant Energy** is a plant-based energy concentrate (first of its kind in our area) that we mix with soda water and fruit flavors. It boasts a proprietary blend of seven plant extracts (coffee fruit, ashwagandha, green coffee bean, elderberry, etc.) for a natural lift. We will offer Lotus drinks at **~$7** for a 24 oz cup, positioning it as a healthier, unique alternative to typical energy drinks. For those who prefer the classic energy kick, we have "dirty Red Bull" options: we take a can of Red Bull and dress it up with flavored syrup and a creamy topping, served over ice in our large cups. These will be priced around **$7** (reflecting the higher cost of Red Bull). We anticipate these drinks being especially popular with teens and young adults during evening hours (e.g. a student coming in for a late-night study boost, or a parent who needs energy after a long day). We'll keep plenty of inventory of Red Bull and ensure our Lotus concentrate supply is steady (as we are the first in NoVA to carry the full Lotus offerings, we want to make it a hallmark of our menu).

- **Soda "Flights" and Family Packs:** To encourage sampling and group orders, CloudFizz Ashburn will debut a **soda flight tray** – four small cups (approximately 7 oz each) with different flavors. This offering is perfect for first-timers who want to try multiple concoctions or friends to share. We will price the flight at roughly the cost of two regular drinks (tentatively **$10 for a flight** of four flavors). It not only raises the ticket value but also often leads to future sales (once customers discover their favorite flavor from the flight). We'll highlight suggested flight themes, like a "Staff Picks Sampler" or "Kids' Favorites" to guide indecisive customers. Additionally, we plan to offer a **"Six-Pack" take-home deal** – customers can get 6 canned sodas (in our 24 oz branded clear PET cans, sealed to go) for a discounted bundle price (e.g. $30 for 6, which is $5 each, a slight discount from single price). This is targeted at families or teams on their way home from games who want to bring treats for everyone. While the margin per drink is a tad lower on the bundle, it drives higher volume and introduces new customers to multiple flavors.

- **Snacks and Treats:** To complement our sweet drinks, we will serve a small selection of **easy-to-make snacks**. Since we don't have a full kitchen, the menu will stick to items that require minimal prep or are sourced from local vendors:

    - **Pretzel bites** with dipping sauce: We can source pretzel dough bites that are pre-baked and simply finish them in a countertop oven. These are a kid-friendly, salty snack to balance the sugary beverages. Sell for around **$3–$4 per cup** of pretzels.

    - **Grilled cheese or simple melts:** Using a panini press, we could offer a basic grilled cheese sandwich or a ham-and-cheese melt. This gives a savory option on the menu. Priced about **$5** each. We'll evaluate if the demand is worth the added prep – initially we may do these as specials or limited quantity daily.

    - **Local bakery sweets:** Partner with a local bakery to supply items like cookies, brownies, or cupcakes that we can sell at the counter. No baking on-site needed, just a display case. These might be priced ~$2–$4 depending on item. This supports local businesses and adds to our community-focused image.

  - **“Dessert in a Can”:** A creative idea utilizing our 16 oz clear plastic cans – we can layer pudding, crushed cookies, fruit, whipped cream, etc., to create a no-bake dessert parfait served in the same style cup with a lid. This ties into our brand (using the “soda can” presentation for something new) and can be made in advance and refrigerated. For example, a “Strawberry Shortcake Soda Can” dessert with cake pieces, strawberries, and cream. These could sell for **$5–$6** and offer an additional Instagrammable product. If these prove too labor-intensive, we will focus on simpler snacks first, but it’s an intriguing avenue for special promotions.

- All snacks will be **prepared with minimal equipment** to stay within the constraints of the space. We will ensure we have any needed permits for food service and that all items meet health code (e.g. holding temperatures for pretzels, proper storage for bakery goods). The addition of snacks is expected to increase the average ticket and encourage customers to hang out longer (e.g. a parent might get a pretzel while their child drinks a soda).

- **Monthly Specials & Limited Editions:** Just as we did at markets, we will introduce **monthly themed drinks** to keep the menu fresh. For example, a pumpkin spice dirty soda in October, a peppermint mocha cola in December, or a green apple Sprite for St. Patrick’s Day in March. These limited-time offers create urgency and buzz – customers may come in specifically to try the new flavor each month. We will also use these specials to test new syrup flavors (we have the flexibility with 60+ syrups on hand). If something is a hit, it could join the permanent menu. Themed drinks also give us great content for social media marketing each month.

- **Merchandise:** Alongside consumables, we will sell branded merchandise as a minor revenue stream and marketing tool. This includes **CloudFizz mugs, reusable tumblers, T-shirts, and keychains** (shaped like clouds). The aforementioned self-service counter will be perfect to display these items. While not a huge money-maker, merch helps in building our brand loyalty – customers using a CloudFizz tumbler at school or work is free advertising for us. We might run promotions like “Buy a tumbler for $15 and get a free drink” to move these items. Merchandise costs are low and they can significantly enhance our presence in the community.

- **Catering & Take-Home:** Although the store is our focus, we will advertise our ability to handle **catering orders** – for example, large gallon jugs of specialty lemonade for a birthday party, or a pre-ordered cooler of 20 mixed sodas for a team event. We have done this on a small scale before and will have a system for it at the shop (likely requiring 48-hour notice for larger orders). Even during our 6-month pop-up, this can give us additional sales and exposure at off-site events. Any catering orders will be made with existing ingredients and equipment, so it doesn’t complicate operations much.

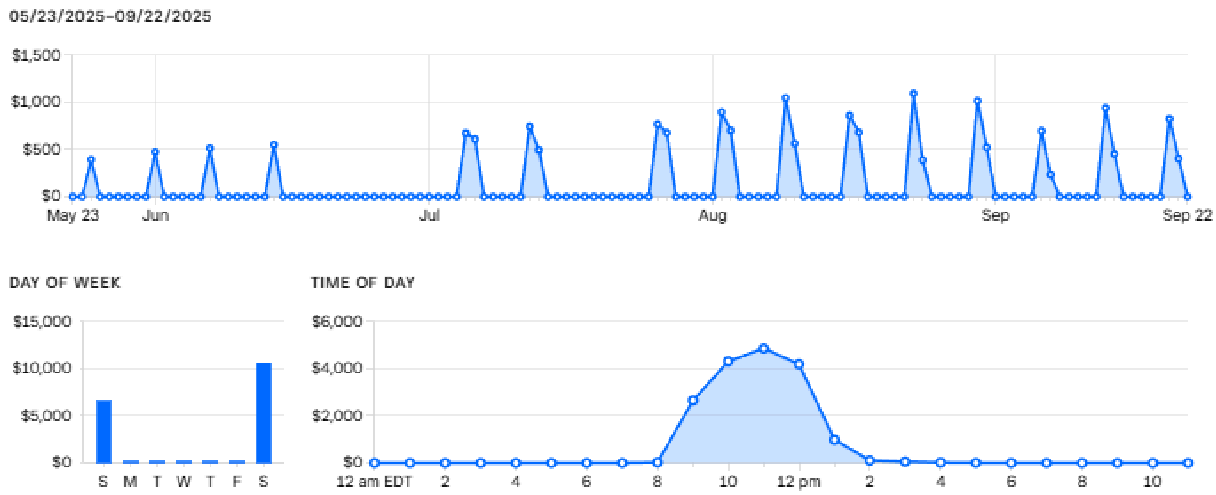
- **Workshops & Events:** We plan to occasionally utilize the store space during off hours for **small classes or private events**. For instance, a Sunday evening “Mocktail Mixing 101” class where attendees pay a fee to learn how to craft their own dirty sodas and take home a recipe booklet. Or hosting a birthday party where kids get to create their own flavor combinations in a fun, guided format. The store (at 1,800 sq ft) can accommodate maybe a dozen guests for a workshop if we rearrange seating. This not only generates some extra income but deepens community engagement and gets more people introduced to our concept. We will schedule these carefully (perhaps once a month) so they don’t disrupt normal business hours significantly.

In summary, CloudFizz’s product mix is designed to maximize appeal and revenue per customer while staying **operationally feasible** in our limited prep space. Everything on the menu can be made quickly by a small team with the equipment on hand. We will monitor sales of new items closely – if certain snacks or specialty drinks aren’t selling, we’ll iterate quickly. The beauty of the dirty soda concept is its flexibility and creativity; we can continuously refresh the menu with new flavors, collaborations (maybe a special flavor created by a local sports team or influencer), and seasonal treats. This keeps customers coming back frequently to see “what’s new” while we maintain the reliable favorites that many will crave weekly. By delivering a consistently fun and delicious product line, CloudFizz Ashburn will establish itself as a unique fixture in the local food and beverage scene.

Current Financials

May 23, 2025–Sep 22, 2025

Data as of 20 hours ago



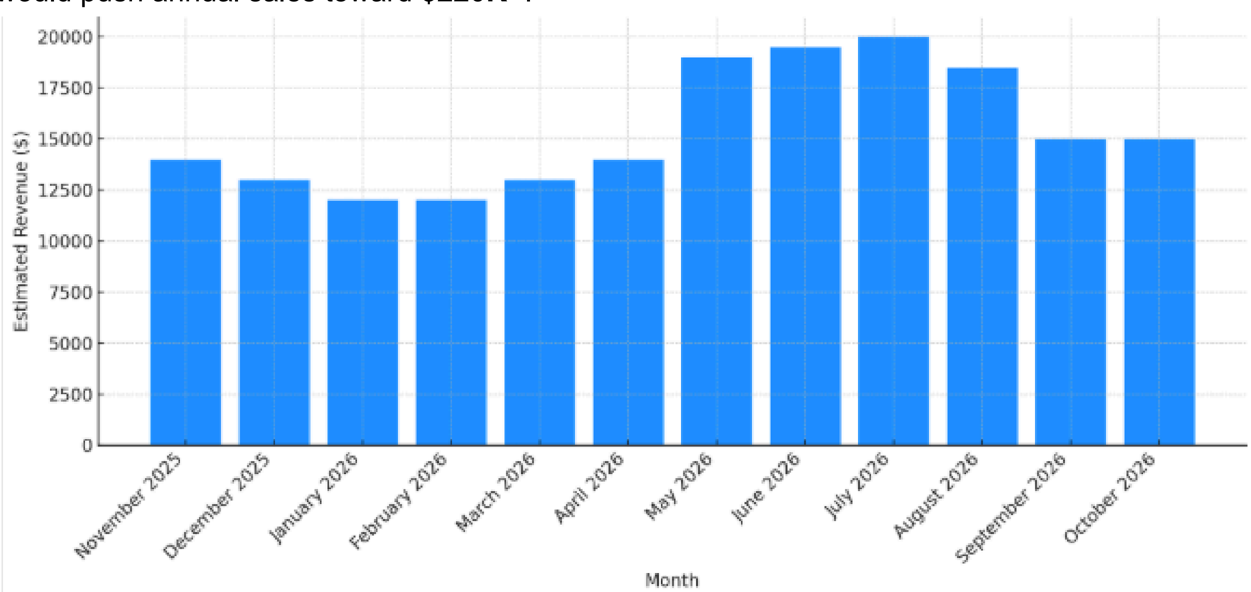
Sales	
Gross Sales	**$17,239.52**
Items	$17,239.52
Service Charges	$0.00
Returns	$0.00
Discounts & Comps	($400.83)
Net Sales	**$16,838.69**
Taxes	$1,036.48
Tips	$1,632.43
Gift Card Sales	$0.00
Total Sales	**$19,507.60**

Financial Projections & Revenue Estimates

Despite the short-term lease, we have projected sales volumes for the Ashburn pop-up that assume a steady growth over the first year (should we extend or relocate to continue operations). These projections draw on our market test experience and the foot traffic patterns at One Loudoun. **Table 1** outlines the anticipated customer counts and revenue, distinguishing between peak summer season and off-season periods:

Season	Avg Customers/Day	Avg Spend per Customer (incl. upsells)	Estimated Daily Revenue	Estimated Monthly Revenue (30 days)
Peak Season (May–Aug)	~100 customers	~$6.50	~$650 per day	~$19,500 per month
Off-Season (Sep–Apr)	~70 customers	~$6.00	~$420 per day	~$12,600 per month

Table 1 – Projected Customer Traffic and Sales. Peak summer months (when One Loudoun hosts outdoor events, summer concerts, and families are out of school) could yield on the low end around **$18,000–$20,000** in monthly revenue. Off-season months (colder weather, after holidays) are projected around **$12,000–$15,000** per month. These estimates factor in higher weekend traffic (e.g. One Loudoun's movie theater and special events drawing crowds) versus quieter weekdays. For instance, weekends in peak season may see 200+ total customers per day, especially if there are community events or if we attract sports teams after games, whereas a rainy winter weekday might see fewer than 50 customers. Overall, on an **annualized basis**, CloudFizz Ashburn could achieve a conservative low end **$200,000+ in gross revenue** in Year 1. For example, if eight off-season months average ~$13K and four summer months average ~$19.5K, the annual total would be about $194K. With successful marketing and growing word-of-mouth, there is room for upside – a 10% increase in daily customers or average ticket would push annual sales toward **$220K+**.



It's worth noting that these figures are **conservative** because we are still a start up, even though the interest is there, we want to be safe with our projections relative to some dirty soda shops in other markets (established shops out West or in high-density areas can reportedly reach $700K–$900K in yearly sales). One local café owner in the D.C. area remarked that hitting $1M annually would be a stretch even with zero competition, so our plan wisely targets more modest numbers initially. The pop-up nature also means we are being cautious; we prefer to exceed projections rather than fall short. Importantly, even at $15K–$20K monthly revenue, the **unit economics look favorable** given the high margins on fountain beverages.

Revenue Drivers & Assumptions: The above projections are built on several key factors and assumptions:

- **Built-In Demand:** CloudFizz's farmers market success (averaging ~$800 in sales per 4-hour event) indicates strong local interest. In a fixed location with all-day hours, we expect daily sales to meet or surpass that figure on most days. The One Loudoun site itself will generate walk-in traffic thanks to its mix of attractions (movie theater, outdoor plaza events, restaurants). We are essentially moving from a once-a-week pop-up to a daily storefront in the middle of a busy town center, which should multiply our customer opportunities.

- **Customer Volume Patterns:** We anticipate **spikes in volume during evenings and weekends**. Weekday mornings may be slow (we might open slightly later if so), but after-school afternoons (3–5 PM) and evenings (7–9 PM) should be busy with teens and families out for dinner or entertainment. On weekends, One Loudoun often has foot traffic from farmer's markets, car shows, or sports teams grabbing food nearby – those days could see our sales double. Our projection of ~100 customers/day in peak season assumes something like 60–80 customers on an average weekday and 120–150 on a weekend day. Off-season, it might be 40–50 on weekdays and ~80–100 on weekends. We will monitor these trends closely and adjust staffing accordingly (discussed in Staffing Plan).

- **Average Ticket Value:** With drink prices ranging from **$6 to $8** for individual beverages (details in the Product Mix section) and the introduction of upsells, we estimate the **average spend per customer** will be around **$7–$10**. While many single customers might just buy a $6 specialty soda, a good number will opt for premium upgrades (e.g. a $8 Red Bull infusion) or add a snack ($3–$4) or extra syrup/size (+$1). We're also introducing sharable options like soda "flights" and multi-drink family packs, which increase the total order value for groups. For example, a parent might bring two kids and spend $18 on three drinks and a snack, or a group of teens might split a $10 flight sampler on top of individual drinks. These tactics should lift the average transaction above the base drink price. Our projections use ~$6.00–$6.50 average, which leaves room for upside if upsells are popular.

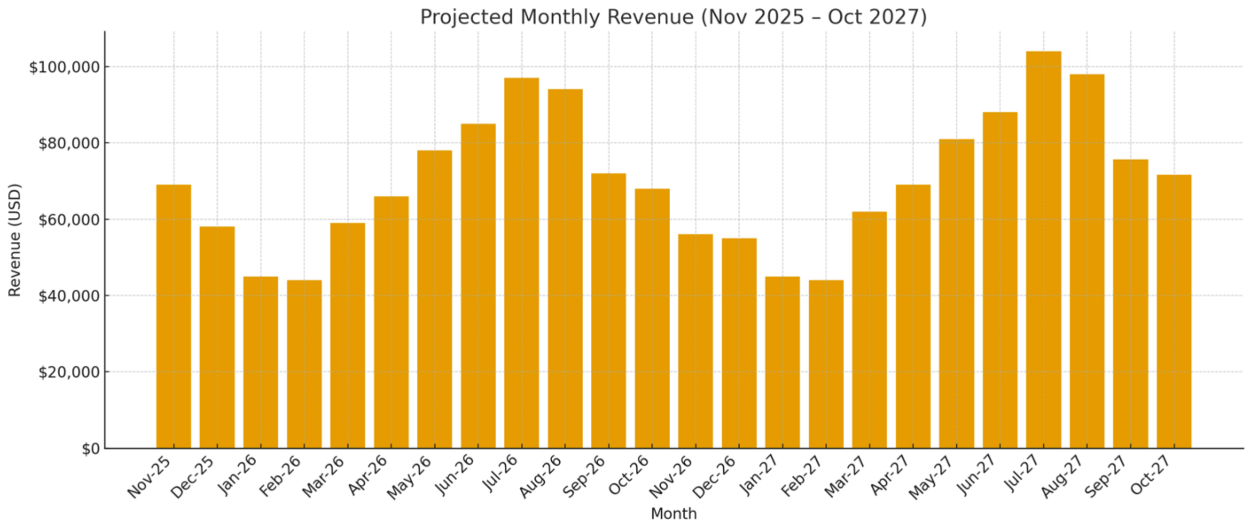
- **Additional Revenue Streams:** Beyond in-store drink sales, we plan to maintain **catering and events** as supplementary revenue streams. Given the pop-up is short-term, we will primarily focus on the storefront in the winter months, but we may still do occasional weekend farmers markets or local events to reach new customers (using our mobile setup). We also intend to host small **workshops or mixology classes** during off-peak times (e.g. a weeknight "make your own soda" event with a ticket fee), both as community engagement and a minor revenue source. These aren't heavily factored into the initial projections, but they represent potential incremental income of a few hundred dollars per month. If the pop-up extends beyond 6 months, we might also explore local delivery or partnerships (for example, supplying our specialty sodas at a nearby family activity venue). Overall, these additional streams are upside that could help us reach the higher end of our revenue range.

From a profitability standpoint, CloudFizz benefits from **high gross margins** on fountain beverages. The cost of syrup, soda, and add-ins for a typical $5 soda is very low – roughly **$0.50–$0.70** in variable cost. For example, a 12 oz can of name-brand soda costs us about $0.50; when we switch to bulk syrup via a fountain, the cost per 12 oz serving will drop to around $0.30. Flavored syrup adds maybe $0.10–$0.15 per drink, and our signature cold foam topping (cream + flavor) might be another ~$0.20. We primarily use transparent PET cans with aluminum lids that is our full focus of market branding for CloudFizz and those cans are roughly $0.60-0.90 per can. Thus, a $6.00 dirty soda might only cost ~$1.40–$1.95 to make, yielding ~70% gross margin. Lotus energy drinks and Red Bull-based drinks have higher ingredient cost (a can of Red Bull is about $1.50 wholesale), but we price them higher accordingly ($6–$7), still achieving ~70% margin. **In aggregate, we expect cost of goods (COGs) around 26% of revenue, with rent, fees, taxes, insurance accounting for 32%, labor taking 20%, leaving roughly 22% gross profit**. So, if a peak month brings in $18,000 sales, about $13,000 remains after COGs to cover fixed expenses. This high margin allows flexibility for promotions (e.g. loyalty rewards or team discounts) without severely impacting profitability.

Considering fixed expenses: our **monthly rent is $2,500** (negotiated favorably for the short-term lease). Utilities, insurance, and miscellaneous expenses are estimated at ~$1,000/month. The largest expense will be labor (detailed next). If total monthly overhead (rent, utilities, labor, etc.) comes to, say, $15,000, our breakeven volume at 80% gross margin would be around **$18,750** in sales per month. We expect to meet or exceed this in the summer, and come close during off-season months. Any shortfall in a slow month can likely be offset by a high month (for instance, holiday season in December might boost sales above the average). We also have the option to trim variable costs (like scheduling fewer staff hours) if certain periods are consistently below projections, ensuring we operate as efficiently as possible. Overall, the financial outlook for the pop-up is positive: even with conservative sales, CloudFizz Ashburn should cover its costs and provide a proof-of-concept for scaling up to a permanent location.

If we were to take the sales projections and up it to account for our 12 hour daily opening, assume every customer buys 1-2 and decorate the space to be a cozy hang out spot for teens and young adults, we can see significant growth on the launch month and lower sales over the winter but a larger spike when we come back around to our peak season in the spring and summer months when college kids are back home.

And on the high end if sales do exceptionally well and we are the next Swig/7Brew/Dutch Bros for Northern Virginia we can see significant sales increases with exceptional projections at the start. With our grand opening on November 1st doing a full event weekend launch of the brand. Expecting high sales and viral community interest. Could see significant sales if service and product availability remains consistent.



Year-Round Operations & Seasonality

Although our lease is initially short-term, we are treating this Ashburn location as a year-round operation in terms of planning. There will be natural ebbs and flows throughout the seasons, and we'll adjust our operations to match demand:

- **Peak Summer Operations:** During the summer months (and late spring), extended daylight and outdoor events at One Loudoun will drive more evening business. We plan to staff more heavily on weekends and evenings in this period to maintain quick service during rushes. We'll also ensure **ample inventory** of popular summer flavors (fruity syrups, lemonade, ice cream for float specials, etc.) and plenty of ice and cups, since running out in the heat of summer would be detrimental. If the pop-up is active in summer, we may consider adding small **summer-only offerings** like a frozen slush version of a dirty soda (if a simple blender is available) or partnering with a nearby ice cream shop for a float promotion. These months are when we expect to build a strong customer base, so delivering a great experience is crucial – we'll likely have the owner or manager present during most peak hours to interact with customers and troubleshoot any issues on the spot.

- **Winter and Off-Peak Adjustments:** In the colder months, foot traffic in an outdoor shopping center can dip, especially in January–February after the holidays. During these times, we may **streamline operations** to control costs: for example, having one person open on weekday mornings and only bringing a second staffer later in the day when traffic picks up. We might reduce hours slightly if we find certain periods (early weekday mornings) have almost no sales – e.g. opening at 11 AM instead of 10 AM in winter – though we would first try to stimulate morning sales with promotions (like a "teacher special" for those on the way to work). Inventory ordering will be adjusted so we don't overstock perishable items in slow periods. However, we remain open 7 days a week year-round, because even on cold days there will be families at the movie theater or people running errands who might stop in for a treat. We will lean into **hotter drink offerings** in winter to attract customers despite the weather: perhaps a line of hot chocolate or hot cider with flavored syrup (dirty sodas' warm cousins) if we can manage with a simple hot water kettle. This wasn't in our original plan, but being adaptable to seasonality is key – we can brand them as "CloudFizz Steamers" as a limited trial.

- **Consistency and Quality:** Regardless of season, our operational focus is on delivering consistent, friendly service and maintaining quality. We will implement checklists for opening/closing procedures, equipment cleaning (soda fountains cleaned regularly to prevent syrup build-up, etc.), and product prep. As volume increases, we'll explore systems like batching certain ingredients or pre-mixing popular add-ins to speed up service without sacrificing customization. During busy times, every employee will know their role (one on register, one on drink assembly, for instance), and during slow times, staff will be trained to use that time for cleaning, restocking, or social media engagement (like taking photos of new drinks).

- **Flexibility:** Because this is a new venture in a new location, we are committed to staying flexible. If a particular strategy isn't working (for example, if winter weekdays are consistently unprofitable to stay open full hours), we will adjust quickly – maybe closing earlier or focusing on weekend events to make up the revenue. Conversely, if we discover an unexpected opportunity (such as a nearby school wants to do a weekly "Soda Wednesday" field trip), we will pivot to accommodate it. Our small size and hands-on management make it easier to implement changes without corporate red tape. This agile approach is one of our strengths as a startup business.

Overall, running CloudFizz year-round means embracing the seasonal rhythms of the community and finding ways to drive sales even in slower periods. With careful planning and a bit of creativity, we aim to maintain a baseline of loyal customers who visit us regardless of season, and then capitalize on the peak times to bolster our finances. The lessons learned in each season during this pop-up phase will be invaluable for our future permanent location – we'll know exactly how to prep for summer vs. winter, what promotions work best when, and how to schedule staff to balance great customer service with cost control.

Staffing Plan and Labor Costs

To operate a 12-hour daily schedule efficiently, we plan to employ a **small, flexible team** for the Ashburn store. Given the limited lease and our desire to control costs, our staffing strategy will start lean:

- **Owner/Founder:** The owner will be on-site virtually full-time, especially in the first 1–2 months. Acting as the general manager, the owner will open the store, train employees, serve customers, and basically wear all hats as needed. This not only saves on salary costs but ensures that the CloudFizz vision is executed properly from day one. The goal is for the owner to personally oversee quality control and customer engagement initially, and then gradually step back once the operation is smooth and the staff is confident. (In the long run, the owner would shift focus to opening permanent locations and expanding the brand, but for this pop-up the owner's presence is a key part of the plan.)

- **Store Manager or Team Lead:** We may designate one of the experienced part-timers as a shift leader or **acting manager** when the owner isn't around. However, we do not plan to hire a separate full-time manager immediately due to the short-term nature of this store. If we extend the lease or move to a longer-term location, we would then bring on a full-time store manager (with an annual salary in the ~$40K range, equivalent to ~$20/hour) to take over daily oversight. For now, this cost is deferred. Instead, we will allocate a modest monthly stipend or slightly higher hourly wage to a senior part-timer who can handle responsibilities like inventory runs or closing procedures in the owner's absence.

- **Part-Time "Soda-tenders":** We have **4 part-time employees** lined up (many are local college or senior high school students who have worked with us at market events). They will cover the counter service in shifts. Ideally, we want **2 staff members on duty during peak times** (afternoon/evenings, weekend rushes) and **1 person during very slow times** (weekday early hours). A likely schedule is two main shifts per day: Morning/Midday (e.g. 10 AM – 4 PM) and Evening (4 PM – 10 PM). With 7 days a week, that's 14 shifts. We can distribute those among the 4 part-timers, each working ~3 shifts (15–20 hours) weekly, with the owner filling any gaps and assisting during peaks. We will also keep one additional person as an on-call or seasonal hire (perhaps someone who can step in on busy Saturday events or cover if another employee is sick). **Wages** for part-time staff will start around **$15/hour** (which is competitive for food service in our area) with the opportunity for raises if we hit sales targets. We also plan to allow them to receive tips (a tip jar or digital tipping on the POS) – while not a traditional cafe, excellent service and fun interactions might earn tips that effectively boost their pay.

Using this approach, we estimate the labor costs as follows in **Table 2**:

Role	Hours per Week	Hourly Rate (average)	Estimated Monthly Cost (wages)
Owner/Manager	~60 hours (temporarily)	Draws minimal salary (reinvest profits)	N/A (owner's draw, not fixed cost)
Part-Time Staff	~120 hours (combined)	$16/hour (blended with any shift lead premium)	~$7,680 per month

Payroll Taxes & Benefits	–	–	~$800 per month (approx. 10% of wages)
Total Labor	~160 hours/week	–	**~$8,500 per month**

Table 2 – Initial Staffing Plan and Labor Cost Estimates. The owner's labor is not salaried in this phase (profits will effectively compensate the owner after expenses). Part-time wages assume 120 hours weekly coverage; if sales demand more coverage (e.g. adding a third staffer for events), this could rise accordingly. We include an approximate 10% extra for employer payroll taxes and any worker's comp insurance, etc.

In the earlier financial discussion, we anticipated labor being the single largest monthly expense. At ~$8.5K per month, labor would consume roughly 50–70% of monthly revenue (depending on sales volume). This is a bit high, but acceptable for launch phase because the owner is absorbing a lot of hours without a salary. As sales grow, we expect this ratio to improve (labor should ideally be under 30% of revenue in food service). Some strategies to manage labor efficiency include:

- **Smart Scheduling:** Align staff hours with customer traffic. For example, if weekday mornings (10 AM – 12 PM) are consistently quiet, we might schedule only the owner or one staffer during that time, then have a second person start at noon when lunch foot traffic picks up. Conversely, for special events (like a summer concert night at One Loudoun) we might bring in an extra pair of hands proactively.

- **Cross-Training:** All team members will be trained to handle every station – taking orders, mixing drinks, restocking, basic cleaning. This way, even with one person on duty, they can manage the entire operation for short periods. When two or more are on duty, they can seamlessly trade tasks to speed up service (one pours sodas while the other blends add-ins, for instance).

- **Retention and Morale:** Since we have a small team, we want to keep them happy to avoid turnover costs. This means fostering a fun work environment (after all, we're selling a fun product) and giving them ownership, like letting staff contribute ideas for new flavors or empowering them to resolve customer issues on the spot. Satisfied employees are more likely to stick around and perform well, which improves customer experience and reduces the need to constantly hire/train new people.

If/when we transition to a longer-term store, we will revisit the staffing model – likely formalizing the manager role and potentially expanding the team as sales grow. For the pop-up, however, this lean team structure will get the job done. Importantly, even with minimal staff, we believe we can handle the projected volumes: two people can realistically serve 15–20 customers in a rush without excessive wait times (many drinks take under a minute to assemble). And should we be fortunate and see a sudden spike beyond expectations, the owner can call in an extra employee (we'll have a couple of our staff on a flexible "on-call" status especially during grand opening and holiday weeks).

In summary, our labor plan is to **start small, stay efficient, and scale up carefully**. By closely monitoring sales vs. labor hours, we will ensure we have enough coverage to deliver great service but not so much that staff are standing idle. This balance is key to maintaining healthy margins in the early stage of the business.

Startup Costs & Funding Requirements

Launching CloudFizz in the One Loudoun space will require a significant upfront investment, though far less than building a new store from scratch. We have estimated our **startup costs** and are planning funding accordingly:

- **Temporary Renovation & Decor:** Approximately **$60,000** for paint, wall coverings, lighting fixtures (cloud lamps, neon signs), furniture (bar stools, tables, chairs, benches), and décor (murals, decals, digital menu boards), flooring. This also includes professional labor for painting and installing fixtures. Because we can't do structural changes, this budget focuses on surface transformations. We are exploring cost-saving options like vinyl wraps for the counter fronts and LVP flooring (to avoid expensive floor replacement) and using removable wallpaper or stick on wall panels for accents.

- **Equipment:** Around **$36,000-40,000** is allocated for essential equipment:

    - Soda fountain dispenser system (including CO_2 tank, syrup pumps) – sometimes provided by soda suppliers with a product contract (which could reduce our cost significantly if Coke/Pepsi subsidize it), but we budget in case we need to purchase or lease one. $5,000

    - Commercial nugget ice machine and bin (high-capacity, as ice is used in every drink). $9,000

    - Refrigeration units (one merchandiser fridge, two under-counter fridges, one small freezer for ice cream or cold foam prep). $12,000-15,000 via auction or buying used

    - POS system hardware (iPads or terminals, receipt printer, thermal label printer, cash drawer, two self ordering kiosks, kitchen display system). $5,000

    - Small appliances (toaster oven, microwave, blenders, panini press as needed). $1,000-2,000, possibly source some from auction

    - **Syrup racks and storage** solutions (might be simple metro shelves but we count it here). $1,000

    - Security camera system and alarm setup. $1,000

    - Any plumbing/electrical tweaks (hopefully minimal, but a contingency if we need an extra outlet or a water line moved for the soda machine, etc.). $2,000

- **Initial Supplies & Inventory:** Approximately **$20,000** to stock up on initial opening consumables, with custom printed cans being the most expensive, hardest to source, and essential supply for business:
    - Syrups (80+ of flavors from Monin/Torani, plus ingredients for house-made syrups). $1,500
    - Beverage stock (soda syrup bag-in-box cases, Lotus concentrate, Red Bull cases, dairy for cream, fruits purees). $1,500
    - Cans, lids, straws (including our specialty PET cans and sealer machine if not already owned from markets). $15,000
    - Snack inventory (pretzel bites, packaging for pastries, etc.). $2,000
    - Merchandise inventory (ordering a batch of custom mugs, shirts, keychains, cloud toys, cloud stickers). $3,000
    - Cleaning supplies, small wares (pitchers, utensils, shaker jars, napkins, etc.). $1,000
- **Working Capital & Miscellaneous:** We want a cushion of around **$15,000** for initial operating expenses and unexpected costs. This covers things like:
    - First few months of rent ($2.5K/month) and utilities before revenue catches up.
    - Permitting fees, licenses (health permit, updating business license, any permit for signage).
    - Insurance (liability, property insurance premiums, workers compensation).
    - Marketing expenses for launch (grand opening event costs, printing flyers, wall signs, social media ads).

    - An emergency fund for repairs (e.g. if a used fridge breaks down and needs fixing).

Adding all the above, our **total startup cost** is roughly **$100,000** on the low end, with a buffer up to **$150,000** if we encounter higher equipment costs or choose to invest in additional features. We are approaching funding as follows:

- The owner can **self-fund about $30,000** from savings and reinvested profits from the past year's market operations.

- We are in discussions with a couple of prospective **investors/partners** who are interested in the concept. Ideally, we would raise around **$70,000 – $100,000** in exchange for a minority equity stake or as a convertible note, to finance the remaining startup costs. This would give us the capital to execute the vision fully (and quickly), including professional design touches that will make a big splash at launch.

- Alternatively, if investment is delayed or not fully available, we will consider a **small business loan** or line of credit for around $50K to ensure we can pay for the equipment. The relatively low monthly rent and promising revenue projections make the loan payments feasible, especially once we're up and running.

- We will also look for any **cost-sharing opportunities**. For example, Coca-Cola or Pepsi often provide the fountain machine and maybe even some syrup credit if you sign an exclusivity deal – this could save us tens of thousands upfront on equipment. Another angle is asking the landlord if any **tenant improvement allowance** could apply even for a short lease, or if they can at least handle signage costs. While the latter is uncommon for short-term leases, it doesn't hurt to negotiate given we are activating a vacant space (which benefits the shopping center too).

Our plan is to keep meticulous track of all startup expenses. If we come in under budget in some areas, we will reallocate funds to other high-impact uses (for instance, if the soda machine is provided free, that money might go into extra marketing or a better interior mural). Conversely, if we see costs trending over budget, we'll prioritize must-haves (functionality and permits) over nice-to-haves (like expensive decor) to ensure we can open on time with the capital we have.

In summary, **CloudFizz Ashburn's launch requires roughly $100K in funding**, which we plan to secure through a combination of owner investment and external funding. This will cover transforming the space, buying equipment, and sustaining operations until the store becomes self-sufficient. Given our projections, if we hit around $18K in monthly sales with healthy margins, the business should start generating positive cash flow within a couple of months of opening, which can then be reinvested or used to pay back any loans. The pop-up approach allows us to test the market with this level of investment, and if the concept proves out, future permanent locations can be planned with even greater confidence (making it easier to attract larger investment or financing at that stage).

Marketing Strategy & Grand Opening Plans

To ensure a successful launch and ongoing traffic, CloudFizz will implement a multi-faceted **marketing strategy** focused on community engagement, promotions, and creating buzz around our unique offering. Here's how we plan to put CloudFizz on the map in Ashburn:

- **Grand Opening Extravaganza:** We're treating our opening day (targeting Saturday, Nov 1) as a major event. The goal is to attract a large crowd, generate social media chatter, and give people a reason to try us *immediately*. Plans for the grand opening include:

    - Freebies for the first visitors: The first 100 customers will each receive a **CloudFizz cloud-shaped keychain** as a souvenir (and incentive to line up early). Additionally, anyone who makes a purchase on opening day will get a raffle ticket for a chance to win a grand prize (perhaps "Free Dirty Sodas for a Month" or a CloudFizz gift basket).

    - Review incentive: Customers who show that they've left a Google or Yelp review for us will receive a free CloudFizz **mug or tumbler**. This encourages early positive reviews online, boosting our local search visibility and reputation.

    - Live entertainment: We are considering hiring a local musician or DJ to play upbeat music outside the store, or even having a high school marching band's small ensemble perform to draw attention. The lively atmosphere will make it feel like the place to be.

    - Photo booth or "selfie wall": We'll have our neon cloud sign and a decorated wall where people can take photos with their colorful drinks. If they post to social media and tag us, they get entered into a bonus raffle. This user-generated content is invaluable for spreading the word.

    - Local VIP invites: We will invite local community figures – e.g. popular food bloggers, the Loudoun County social media influencers, and even community leaders – to attend the opening. Giving them a special preview or a "first drink free" could earn us shoutouts to their followers. The fact that we are introducing a new concept (dirty sodas) will be a story in itself that bloggers or local news might cover.

- **Social Media & Online Presence:** Prior to opening, we'll ramp up our social media game. We already have an Instagram and Facebook from our market days, but we will now:

- Tease the location and opening date with behind-the-scenes posts (e.g. time-lapse of us decorating the store, glimpses of new menu items being tested).
- Introduce our staff ("Meet the Team") to put a friendly face on the brand for the community.
- Count down to opening with daily flavor spotlights or fun facts about dirty sodas to educate those who haven't heard of them.
- Engage local community groups on Facebook (such as Ashburn mom groups, high school club pages) by sharing about our upcoming opening and any part-time job opportunities (which also doubles as promotion).
- Ensure our Google Business listing is up, accurate, and optimized with photos, menu, hours, etc., as many people will discover us through Google Maps or search. Post-opening, we'll regularly update social media with new specials, photos of happy customers, and any events (like workshops or team nights).

- **Family and Team Promotions:** Given our target demographic of families, teens, and the youth sports community, we will create promotions to specifically attract these groups:
  - **Team Night Deals:** We will coordinate with local youth sports leagues (soccer, baseball, hockey, etc.). For example, offer "Jersey Nights" where any kid in a team jersey gets 10% off, or a team that comes in together after a game gets a group discount or a free snack. We can print flyers to give to coaches or put in league newsletters. One Loudoun often sees teams gathering at burger places after games; we want them to think of CloudFizz as the new cool spot to celebrate or unwind.
  - **Loyalty Program:** We will quickly implement a simple loyalty program – either a punch card or digital via our POS – where customers earn a free drink after X purchases. This encourages repeat visits. Families with kids, in particular, love these programs as it rewards frequent stops (and kids will badger parents to go so they can fill their punch card!). If using Square, we might use their integrated loyalty app for simplicity.
  - **Group/Fundraising Events:** We'll offer to host spirit nights for schools or PTA fundraisers where a percentage of that evening's sales go to the school. Many restaurants do this to great effect, and it can bring in a surge of business on an

otherwise slow weeknight – plus it introduces new families to our menu. We can reach out to nearby schools (there are several in Ashburn) to schedule these monthly.

   - **Seasonal Promotions:** For holidays and local events, we'll tie in promotions. E.g., a "Buy one, get one half off" for siblings during National Siblings Day, or a special edition cup during the One Loudoun summer carnival. Keeping things seasonal and relevant gives people reasons to choose us over time.

- **Community Integration:** Being a part of the Ashburn community is important for our brand. We will be active in local happenings:

   - Participate in One Loudoun's events – for instance, if there's a winter festival or summer concert series in the plaza, we might set up a mobile cart or at least promote "come in before/after the event for a special." This cross-promotion ensures event-goers know about us.

   - Sponsor or donate to local causes (e.g. provide free drinks for a school field day, or donate a gift card to a charity auction). It's a marketing expense that builds goodwill and gets our name mentioned in community forums.

   - We'll maintain the farmers market presence selectively, even after opening. Showing up at a market with a scaled-down booth but telling everyone "come visit our store for more flavors!" can direct folks to the Ashburn location. It also signals we haven't forgotten our roots in the community markets.

- **Emphasizing the Novelty:** Many people still won't know what a "dirty soda" is. Our marketing will include a bit of **education and storytelling**:

   - In-store signage will have fun explanations or even the history (e.g. "What's a Dirty Soda? It's a soda with a twist – flavored syrups and cream turn a plain soda into a dessert-like treat!").

   - We might coin a slogan like "Your soda, your way" or "Stir up something new" to convey customization.

   - By highlighting that we are the **first in Loudoun County** doing this, we create curiosity. People will come to see what it's all about. For example, press releases or media pitches will emphasize "Loudoun's First Dirty Soda Shop Opens – A Utah trend makes a splash in Ashburn." We will reach out to local news sites or bloggers to see if they'd like to cover this new business story. (The novelty angle worked in Northern Virginia Magazine, which covered the first shops in the region[northernvirginiamag.com](northernvirginiamag.com).)

- **In-Store Experience = Marketing:** Lastly, we recognize that every customer who walks in is a potential marketer for us if they have a great time. So we focus on little experiential touches:
    - The **selfie wall** with the neon sign "Get Fizzy with Us" (for example) will likely appear on Instagram feeds.
    - Drinks themselves will be visually striking (colorful layers, topped with whipped cream and sprinkles or fruit) – we eat/drink with our eyes, and when others see these drinks, they'll ask where they came from.
    - Staff will be encouraged to be personable and perhaps even put on a bit of a show (nothing crazy, but maybe shaking the drinks with flair, or engaging kids by letting them pick a gummy candy to top their drink). A fun visit leads to word-of-mouth like "You have to check out this soda place, it's so cool inside and they were so nice!"
    - Cleanliness and efficiency also matter – a long wait or messy environment can kill positive buzz. We'll make sure even on hectic days that the store remains tidy and service is as fast as possible. People will remember if they had to wait 20 minutes for a soda; we aim to keep service time to just a few minutes per order.

Marketing Budget: We have set aside a portion of our funds (about $5,000) for marketing-related expenses in the first 3 months. This covers things like printing custom keychains and merchandise giveaways, paid social media ads targeting local ZIP codes, a grand opening banner and balloons, and possibly hiring the entertainment for opening day. We believe this investment will pay off by accelerating customer acquisition. After the launch phase, our marketing will mostly be sustained by organic social media activity and community involvement (low-cost efforts), with occasional boosts (like a Facebook ad for a special or a referral program cost).

In conclusion, CloudFizz's marketing strategy is all about **building excitement and community around our brand**. By combining promotional events, social media buzz, and genuine community engagement, we aim to quickly grow a loyal customer base in Ashburn. The pop-up's limited time frame actually adds urgency – we can use phrasing like "Join us this winter for a limited CloudFizz experience!" to encourage people not to put off their visit. If and when we secure a longer-term spot, we'll have created a strong foundation of fans to carry forward. For now, as we gear up for November, the message we want everywhere is: **CloudFizz is coming – get ready to elevate your refreshments!**