

Part 1

Understanding Your Target Audience:

- **Preferences:** What flavors, toppings, and serving styles do they prefer?
Flavors: Ice creams: Coffee, butter pecan, brownie nut fudge, pistachio, strawberry, vanilla, cookies and cream
Dressings: mayonnaise, chipotle, mustard, garlic

Identifying Your Unique Selling Proposition (USP):

- **What sets your ice cream shop apart?** Is it your unique flavors, premium ingredients, or a special atmosphere?
Harmonious atmosphere: homemade ingredients with a Latin flavor, with love, care and dedication, quality. We also offer Catering

Assessing Competition:

- **Who are your competitors?** What do they offer, and how do their prices compare?
Competition evaluation: the only direct one is: Lily/s café and more
- **What are their strengths and weaknesses?** How can you differentiate yourself?
Weakness: We have the same product, which is the sandwich
Strengths: They do not sell ice cream, bagels, waffles, paninis or club house, our place is clear, bright, large, cozy, clean and with a family atmosphere, with personalized and careful attention from its owners, being fast and efficient

Potential Research Methods:

- **Surveys:** Distribute online or in-person surveys to gather customer feedback.
- **Social media listening:** Monitor online conversations to identify trends and customer sentiment.

Part 2

Specific Research Questions:

1. What are the most popular ice cream flavors in your area?

Vanilla, Chocolate, Strawberry, Butter pecan, Cookie dough, Cookies and cream, Mint chocolate chip, Chocolate chip, Rocky road, Mango, Orange cream and Rum raising

2. How often do people typically visit ice cream shops?

Dayli

3. What factors influence customers' decision to choose one ice cream shop over another?

excellent quality products, customer service, waiting time, cleanliness and environment

4. Are customers interested in unique or specialty flavors?

We offer ice cream service prepared at the moment, according to the customer's taste, with special flavors.

Soon we will have unique, artisanal ice creams.

Sugar-free, yogurt and vegan ice creams

5. What are the most effective marketing channels for reaching your target audience?

In person promos or discounts (social media also helps)

Additional Considerations:

- **Seasonal trends:** How do sales fluctuate throughout the year?

1st week 1554.40. From September 26th to 31st
and 2,500, from September 1st to 19th (They just opened the store)

Part 3

- **1. Expand Your Offerings:**
- **Seasonal Menus:** Introduce new flavors and items that are relevant to different seasons.
- Pumpkin pie: A classic holiday flavor
- Peppermint stick: A classic holiday flavor

- Hot cocoa: A classic holiday flavor
- Eggnog: A holiday flavor spiked with tequila and sherry
- Chocolate sugar cookie dough: A holiday flavor with raspberry jam swirls
- Peppermint bark: A holiday flavor
- Cognac gingerbread: A holiday flavor

2.Specialty Items: Offer unique treats like ice cream cakes, milkshakes, or frozen yogurt.

The best and only empanadas with the typical Venezuelan flavor, difficult to imitate, as well as pastries.

Our famous cheese, chocolate and cheese with guava tequeños

Venezuelan style milkshakes

- **Dietary Restrictions:** Cater to customers with dietary restrictions by offering vegan, gluten-free, or sugar-free options.

Dietary restrictions: Vegetarian sandwiches and yogurt ice cream, vegan and sugar-free

3. Increase Visibility and Marketing:

- **Social Media:** Regularly update your social media channels with engaging content, behind-the-scenes glimpses, and promotions.
- **Local Partnerships:** Collaborate with other local businesses for cross-promotions or events.
- **Public Relations:** Reach out to local media outlets for coverage of new products, events, or milestones.

4. Community Engagement:

- **Events:** Participate in local festivals, fairs, or community events.

events that can be held in our restaurant: birthday celebrations, family reunions, karaoke, courses

- **Charitable Initiatives:** Support local charities or causes to build goodwill.

Church charity

5. Analyze and Adapt:

- **Data Tracking:** Use analytics to track sales, customer preferences, and marketing campaign effectiveness.
- **Customer Feedback:** Actively seek customer feedback through surveys or online reviews.
- **Adapt Strategies:** Based on your analysis, adjust your offerings, marketing strategies, or operations as needed.

Part 4

1. Leverage Local Partnerships:

- **Collaborate with nearby businesses:** Partner with coffee shops, bakeries, or restaurants to offer combo deals or cross-promote each other.
- **Partner with local events:** Sponsor local festivals, fairs, or community events to increase brand awareness and attract new customers.

2. Utilize Social Media Effectively:

- **Create engaging content:** Share behind-the-scenes glimpses, new flavor announcements, and customer testimonials.
- **Run contests and giveaways:** Encourage customer engagement and increase your following.
- **Use relevant hashtags:** Optimize your posts for discoverability.

3. Offer Unique Experiences:

- **Ice cream making classes:** Educate and entertain customers while promoting your products.
- **Theme nights or events:** Create a memorable experience for customers with special events or themed nights.
- **Custom ice cream creations:** Allow customers to personalize their ice cream with unique flavors and toppings.

4. Focus on Customer Loyalty:

- **Loyalty programs:** Reward repeat customers with discounts, freebies, or special offers.
- **Personalized service:** Train your staff to provide excellent customer service and build relationships.
- **Customer feedback:** Actively seek and address customer feedback to improve your offerings.
- **Build customer loyalty:** special discounts through the delivery applications, as well as those we offer when the customer visits our restaurant.