

How to calculate your sales potential to find out how many serves you can sell per day



Frosty Boy Powder Mix 1.5kg bags x 8 per carton Cost Price
= \$180.00* (

Mixing and producing Soft-Serve:

1.5Kg of Mix + 3.5 Litres of Water = 5 Litres
X 8 bags per Carton = 40 Litres
= 40,000mls

X 130% Over-run (air infused into the Mix) = 52,000 mls

Equates to 500 – 520 100ml serves (Say 500) = **\$0.36 per 100ml serve**

Lets Cost it out

<u>Cone</u>		<u>Milkshake</u>	
Mix 100 mls	\$0.36	Milkshake 150 mls	\$0.54
Cone	<u>\$0.07</u>	Cup	\$0.15
Total	\$0.43	Straw	\$0.01
		Topping 30 mls	\$0.08
		Milk 300mls	<u>\$0.39</u>
		Total	\$1.17
<u>Thickshake</u>		<u>Sundae</u>	
Mix 300mls	\$1.08	Mix 150 mls	\$0.54
Cup	\$0.15	Cup	\$0.15
Straw	\$0.01	Topping 30 mls	\$0.08
Topping 30 mls	\$0.08	Peanuts 10g	\$0.08
Milk 100 mls	<u>\$0.13</u>	Teaspoon	\$0.01
Total	\$1.45	Napkin	<u>\$0.01</u>
		Total	\$0.87

PROFIT CALCULATION



Product	Sales per Day	Cost Price	Sell Price	Profit	Profit x Sales Per Day
Cone		\$0.43			
Milkshake		\$1.17			
Thickshake		\$1.45			
Sundae		\$0.87			
				<i>Daily Total</i> →	

Daily Total Profit →x Trading Days..... Per Week ... →

X Weeks..... Per Year →



www.frostyboy.com