



Business Plan

Cool. Creamy. Delicious.

Artisan Soft Serve Melkysies — Proudly South African



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1. Executive Summary

Fritz Freezies is a proudly South African artisan melkysie brand crafting premium, soft serve milk freezies in small batches. Operating as a sole proprietorship with **more than 20 years of trading history**, the business has organically grown to **47 active stockists** across cafés, delis and convenience retailers — proof of strong product-market fit and reliable repeat demand.

Our positioning sits in a clear gap in the local market: a nostalgic, affordable frozen treat made with honest ingredients and bold, colourful branding. We are now ready to scale: increase production capacity, expand distribution, and invest in marketing through our newly launched website **fritzfreesies.co.za**.

Highlights

- 47 active retail stockists and growing
- 20+ years of trading history with proven repeat orders
- Distinctive brand identity already printed on stickers and POS
- Per-production-cycle sales model with predictable margins
- Newly launched e-commerce-ready website (fritzfreesies.co.za)

2. Company Overview

Fritz Freezies produces handcrafted soft serve milk melkysies in classic and seasonal flavours. We sell wholesale to independent retailers and direct via events. The brand celebrates South African summer culture with playful colour, premium ingredients, and a small-batch quality promise — built up over more than 20 years of trading.

Mission

To bring colour, joy and honest ingredients back to the freezer aisle — one melkysie at a time.

Vision

To become South Africa's most-loved artisan melkysie brand within five years, with national distribution and a recognisable lifestyle identity.

Legal Structure

- Entity: Sole proprietorship
- Trading: 20+ years
- Location: South Africa
- Website: fritzfreesies.co.za
- Contact: 076 717 7366

3. Products & Production

Our core range consists of soft serve milk-based melkysies in eight signature flavours, with seasonal limited editions to drive repeat retailer orders.



Flavour	Profile	Positioning
Strawberry	Real fruit, creamy	Hero / everyday
Bubblegum	Sweet, nostalgic	Kids favourite
Blueberry	Tart, fruity, vibrant	Teen / impulse
Mint	Cool, refreshing	Summer refresher
Banana	Smooth, mellow	Creamy comfort
Vanilla	Silky, timeless	Everyday classic
Orange	Zesty creamsicle	Citrus lover
Choc Malt	Rich, indulgent	Premium tier

Production Model

- Per-production-cycle sales model — batches sized to confirmed orders + buffer
- Stainless steel moulds, slow-freeze for clean soft serve texture
- No artificial preservatives; ingredients sourced locally where possible
- Quality control on every batch (taste, fill weight, seal)

4. Market Opportunity

South Africa's frozen treat market is dominated by mass-produced, syrup-based products. Independent cafés, farm stalls, delis and convenience retailers increasingly seek **local, premium, visually distinct** alternatives that command higher margins and tell a story to their customers.

Target Customers

- **Wholesale (B2B):** Independent cafés, delis, farm stalls, convenience stores, schools
- **Retail (B2C):** Families, students, and Gen-Z impulse buyers (16-35)
- **Events:** Markets, festivals, weddings, kids' parties

Market Trends

- Rising demand for local, artisan, and premium FMCG products
- Growing 'support local' movement among independent retailers
- Visual-first social media driving impulse food purchases
- Year-round freezer demand in coastal and inland warm regions

5. Marketing & Sales Strategy

Our growth engine combines a strong wholesale push with a colourful, social-first brand presence designed for shareability.

Channels

- Wholesale field sales — direct outreach to independent retailers
- Website (fritzfreezies.co.za) — stockist locator + wholesale enquiry form
- Instagram & TikTok — flavour drops, behind-the-scenes, UGC
- Branded freezer POS — stickers, posters, decals already in production
- Pop-ups at markets and festivals to drive trial

Pricing Strategy

Wholesale price-points are set to deliver healthy retailer margins (40–55%) while protecting our gross margin. Direct-to-consumer at events is priced at premium retail to anchor brand value.

6. Operations

- Production: small-batch, on-demand per confirmed order cycle
- Cold chain: insulated transport for local delivery; pickup option for nearby stockists
- Order intake: WhatsApp, phone (076 717 7366), and website wholesale form
- Stock turnover: 7–14 days at typical stockist; reorders weekly/bi-weekly

7. Management & Team

Fritz Freezies is owner-operated, with the founder leading production, sales and brand across more than two decades of trading. The lean structure keeps overheads low and decisions fast. Additional seasonal hands are brought in during peak summer cycles to support production volumes.

8. SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Distinctive, printed brand identity • 47 active stockists • 20+ years trading history • Honest, premium ingredients 	<ul style="list-style-type: none"> • Sole-operator capacity ceiling • Seasonal demand swings • Limited marketing budget • Single production location
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • National stockist expansion • E-commerce direct sales • Corporate & event channels • Seasonal limited editions 	<ul style="list-style-type: none"> • Mass-market competitor pricing • Load-shedding / cold chain risk • Input cost inflation • Weather-dependent demand

9. 3-Year Financial Projections

The projections below are based on current run-rate (47 stockists), conservative organic growth, and planned expansion of distribution and production capacity. All figures in South African Rand (ZAR).

Line Item (ZAR)	Year 1	Year 2	Year 3
Stockists (avg)	55	95	150
Units sold (annual)	180,000	320,000	520,000
Revenue	R 720,000	R 1,440,000	R 2,470,000
Cost of Goods Sold	R 324,000	R 633,600	R 1,063,000
Gross Profit	R 396,000	R 806,400	R 1,407,000
Gross Margin	55%	56%	57%
Operating Expenses	R 240,000	R 410,000	R 660,000
Marketing & website	R 60,000	R 110,000	R 180,000
Logistics & cold chain	R 90,000	R 150,000	R 240,000
Admin & overheads	R 90,000	R 150,000	R 240,000
Net Profit (before tax)	R 156,000	R 396,400	R 747,000
Net Margin	22%	28%	30%

Assumptions: Average wholesale price R4.00–R5.00 per unit; COGS includes ingredients, packaging and direct labour; growth driven by stockist expansion (~70% YoY) and modest unit-economics improvements through scale.

10. Funding Request & Use of Funds

Fritz Freezies is open to a flexible funding facility to accelerate the Year 1–2 growth plan. Loan amount is to be confirmed based on lender appetite and matched against the use of funds below.

Use of Funds	Allocation
Production equipment (additional moulds, freezer capacity)	35%
Cold chain & delivery vehicle upgrade	25%
Marketing, website & POS rollout	20%
Working capital (ingredients, packaging buffer)	15%
Contingency	5%

11. Risk Analysis & Mitigation

Risk	Mitigation
Seasonality of demand	Year-round wholesale base + indoor retail channels
Load-shedding / cold chain	Backup power, insulated transport, batched dispatch
Input cost inflation	Bulk procurement, quarterly price review with stockists
Owner-operator capacity	Seasonal staff + planned hire in Year 2
New competitors	Strong brand identity and locked-in stockist relationships

12. Contact

Brand:	Fritz Freezies
Website:	fritzfreesies.co.za
Phone:	076 717 7366
Tagline:	Cool. Creamy. Delicious.