

<b>Title</b>	“AROY DEE” FRUIT ICE CREAM SHOP AT KASETSART UNIVERSITY
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### **ABSTRACT**

“Aroy Dee” Fruit Ice Cream Shop is a new food service business that will construct, develop, and operate at the Science Faculty Canteen of Kasetsart University, Bangkhen Campus, Bangkok. The projected opening date is March 15<sup>th</sup>, 2010. Because of the Science Department’s reputation and high enrollments, the spot is considered one of the highest potential for customer traffic.

“Aroy Dee” shop’s target groups are people who will visit the canteen where the shop is located. Of this population, there are approximately about 1,000 students from the Science Department, 200 – 300 students from other departments visiting the Science Library, 1,500 Engineering Faculty members, and 900 Humanity Faculty members.

The shop’s main focuses are on the healthy-eating trend and on promoting close friendship among students. The selected ice cream will be topped with various fruits and whipped cream in various cup sizes. The shop is expected to gain 20% of the total dessert market shares of the Science Faculty Canteen by the end of the year. The sales volume should ramp up fairly quickly during the summer period after the shop opens.

The initial budget of 600,000 Baht for the first year will be spent on renting the space, building and decorating the shop, and promoting the store. It will also be used to obtain the initial ice cream supplies and equipment. There is also a reserved amount to pay the recurring salary of the 5 staff members totaling 43,000 Baht per month.

March thru May is the university's summer semester. That is when the shop expects to ramp up sales volume. In May, the shop will start the promotional program to create brand recognition for "Aroy Dee" brand. The shop's action plans includes focus group survey, distributing sample sized ice cream, advertising on the faculty boards, and loyalty coupon systems.

The shop creates strategic plan using balanced scorecard strategy mapping. The ultimate goal is to be the most famous ice cream and snacks shop, and the most popular and healthy dessert at the university by using key opportunities, owner's involvement, internal process, and financial management.

