

Business Plan – Gonav Island Smoothie

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CDP 494: Entrepreneurship in Professional Studies

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April 20, 2025

Table of Contents

Executive Summary	3
Vision Statement	3
Business Description	4
Legal Structure.....	4
Target Market.....	4
What We Plan to Sell	4
Organization and Management.....	5
Leadership Team	5
Company Advantages	5
State Business Goals	6
Short-term goals.....	6
Long-term goals.....	6
Products or Services.....	7
Market/Industry Analysis	8
Competitor Evaluation.....	8
Marketing and Sales Strategy.....	9
Funding Request	10
Appendix.....	11
Future Expansion Plans.....	11
Works Cited	12

Executive Summary

Gonav Island Smoothie is a food truck van offering fresh smoothies made from organic fruits and vegetables with no artificial flavor that can be purchased online and at any special event. With a growing focus on health and wellness, many customers find it difficult to include enough fruit and vegetables in their diet. Not everyone knows the hidden secrets of the smoothie and how to take advantage of it.

I will offer them well-balanced smoothie recipes that will complement their everyday meals and improve their energy when doing daily activities. My smoothie van will operate in construction areas, parks, university campuses, and local events. The smoothie service fills the gap by providing convenient nutrient options that are easy to consume.

Vision Statement

Our vision is to go to the destination for health-conscious individuals seeking high-quality smoothies made from fresh ingredients. Consumers will feel more energized to face their daily activities. Following the recipe I provide, consumers will not have to worry about adverse side effects such as allergies or blood sugar spikes, which are usually caused by energy drinks.

Business Description

Gonav Island Smoothie business will be in a stand-alone building located in a popular area near malls and shopping centers. Many individuals struggle to find healthy food choices that fit their busy schedules, and Gonav Island Smoothie provides a solution by offering quick, nutritious smoothies made with fresh ingredients. I will have at least two mobile vans that can go from place to place to correspond to the demand. One van would serve several universities, and the other would serve construction areas in the city. During local football and basketball seasons, both vans will be strategically placed around the stadium where the game is occurring. The demand of my customers will customize the meal plan. I will also offer delivery.

Legal Structure

Gonav Island Smoothie is a Limited Liability Company (LLC), incorporated in the whole state of Virginia but will be operated in the Tidewater Area.

Target Market

My target consumers would be Men, Women of all ages but preferably the population between 25 to 60 years old which have a higher purse and more conscious about their diets and other people who are under a specific restricted diet. My recipe will also target vegetarians and people who are under a strict budget.

What We Plan to Sell

Gonav Island Smoothie will integrate fresh juice and nutrition, which will serve as fuel for the body. I understand that what you put into your body is as important as your fitness. I am offering an extensive menu of shots, shakes, smoothies, and juices, all carefully curated to give you that pre-workout boost or post-workout recovery. Healthy, nutritious, and ultimately delicious to consume.

Organization and Management

I want to operate my business as a sole proprietor so that I can dedicate more time to the business instead of joining a franchise, which would require me to attend conferences and promulgate rules and regulations that satisfy the franchise owner and not the franchisee.

Leadership Team

I will have two staff or supervisors under me. Each of them will have two workers under them. Each staff member would take orders from the customers, and the workers would execute the orders. When the orders are ready, the staff will render the order to the customers. When the workload is not too busy, one of the workers takes the order, and the other executes the order depending on the seniority.

In the meantime, the supervisor will determine how much provision is needed for the next day. I will stay in the building and coordinate the two staff designated to control the vans. One van will be dedicated to universities, and the other will be on the construction sites. Each staff member would report every hour to the three of us so that we could coordinate the demands of the locations. If the demand is much higher in the universities than the construction sites, the construction site van would leave the area and will come as a backup. I will integrate this formula and vice versa.

Company Advantages

My business would use a “warm up juices and smoothies” for customers during the cold seasons so they can still be enjoyed my smoothies all-year round. Here are my top 3 foods that will add some heat and delicious flavor to raw juices and smoothies:

Ginger would be my top choice for adding heat and a delicious spicy flavor to smoothies and juices. Ginger is not only incredibly warm, but it is a powerful anti-inflammatory. I will mix a pinch of fresh ginger root or powdered dried ginger with fresh fruits to bring a natural and delicious flavor.

Cinnamon is great for slowing bacterial growth and can even help with headaches and migraines for some people. I’ll add a pinch to my juices and smoothie blends to improve the flavor, giving them a warm, slightly spicy kick to boost the health benefits!

Chili peppers certainly get your system moving. Besides adding a spicy flavor, chili peppers contain valuable vitamin C, can help fight inflammation, and boost immunity. The great thing about chili is that it blends well with sweet and savory flavors. I will mix it with fruit and vegetable juices for a serious kick.

State Business Goals

Our goal is to offer fresh smoothies made from organic fruits and vegetables that are available online and locally. With a growing focus on health and wellness, many customers find it difficult to include enough fruits and vegetables in their diets. Gonav Island Smoothie will solve consumer problems and the significant demand for healthy beverages, particularly among health-conscious consumers seeking convenient ways to boost their nutrient intake, especially athletes.

Short-term goals

- Successfully launch Gonav Island Smoothie and build a loyal customer base.
- Develop a strong online presence through social media marketing and customer engagement.
- Offer a variety of smoothie flavors and ensure high-quality ingredients.
- Establish key partnerships with local fitness centers, schools, and community events.

Long-term goals

- Expand the business by adding more smoothie vans or opening a permanent location.
- Develop a mobile ordering system to improve convenience and customer satisfaction.
- Give back to the community by promoting nutritional education and partnering with local organizations focused on health and wellness.

Products or Services

These are the following products that would exclusively be found in Gonav Island Smoothie van:

My smoothie will be specializing in creating, selling, and sometimes delivering smoothies. Smoothies are blended beverages typically made from a combination of fruits, vegetables, juices, yogurt, milk or plant-based alternatives, and can include additional ingredients like protein powder, nuts, seeds, supplements.

My smoothie delivery service will be able to deliver smoothies directly to customers' homes or offices through online ordering systems. We would also sell pre-packaged smoothie kits containing all the necessary ingredients to make smoothies at home. My mobile units will be selling smoothies at local events, parks, busy street corners, beaches, nearby popular gyms, schools and restaurants.

- **Fresh Fruits & Vegetables:** \$1.50 per smoothie
- **Dairy or Non-Dairy Base:** \$0.75 per smoothie
- **Supplements (Protein Powder):** \$1.50 per smoothie
- **Spices (Ginger, Cinnamon, Chili):** \$0.40 per smoothie
- **Cups, Lids, and Straws:** \$0.25 per smoothie
- **van maintenance:** \$1.50

Total Estimated Production Cost per Smoothie: \$5.90. I will set smoothie prices between **\$7.50 and \$10.50**

Market/Industry Analysis

The global smoothies market size was estimated at United States Dollar (USD) 13.71 billion in 2024 and is predicted to increase from USD 14.9 billion in 2025 to approximately USD 33.10 billion by 2034.

The average gross sale for a Tropical smoothie franchise is approximately \$0.97 million per location. Assuming a 15% operating profit margin, \$0.97 million yearly revenue can result in \$146,000 earnings before interest, taxes, depreciation, and amortization (EBITDA) annually according to a report done on March 10, 2025.

Smoothies have become a popular choice for individuals seeking nutritious and convenient meal options. A successful food truck brings in between \$250,000 and \$500,000 a year, depending on location, menu and customers.

Competitor Evaluation

The smoothie market is highly competitive, with large chains and independent businesses competing for customer attention. “Tropical Smoothie and Smoothie King” have shown strong brand recognition and loyal customers. These companies differentiate themselves through extensive menu options also partnerships with fitness and wellness brands.

Independent businesses face challenges competing with these large companies but can stand out by offering customization, organic ingredients, and unique flavors. My Gonav Island Smoothie will have the advantage of flexibility in location, allowing them to reach customers in different areas and at different events.

Marketing and Sales Strategy

To successfully market Gonav Island Smoothie will focus on a strategy that builds brand awareness and attracts health-conscious customers. I will offer online and offline promotions to spread information and encourage people to try my fresh natural smoothies.

My target audience includes individuals who prioritize health and wellness, busy professionals looking for a quick nutritious option, and university students who want an affordable and refreshing drink. I will promote my business using social media platforms like TikTok, Instagram and Facebook to share engaging content, including smoothie recipes, customer testimonials, and location updates. Partnering with local fitness centers running special deals based on seasons and holidays to attract new customers.

Customers can purchase my smoothies directly from the van at busy locations, including parks, university campuses, and office complexes. I will rotate locations based on peak traffic hours to maximize sales. Additionally, I will have mobile ordering options where customers can place orders in advance and pick them up quickly.

Funding Request

Here in the United States alone, smoothie bars are a 3 billion dollars industry. From an investment standpoint, industry experts estimate start-up costs for a person to own a smoothie business will run between \$20,000-\$400,000 dollars. However, the owner stands to make about \$600,000 dollars in gross revenue annually which of course determines location, menu and customers.

To start a smoothie truck business requires a keen understanding of expenses. A small-scale truck operation with one truck might see a smoothie food truck ranging from \$50,000 to \$75,000 dollars covering the truck purchase or lease, essential equipment, licensing fees, and initial inventory. A smoothie truck owner can make between \$50,000 to \$150,000 dollars annually depending also on location, operational efficiency and cost management.

All in all, my maximum start cost will be two trucks at \$75,000 each which equals \$150,000 dollars. A standalone place could cost me \$400,000 dollars which bring a grand total of \$555,000 dollars.

If I want to be humble, I will estimate that each truck brings a revenue of \$50,000 dollars each which brings a total of \$100,000 and the standalone building could bring a revenue of \$200,000 dollars which will bring a grand total of \$300,000 dollars.

The first year would be a test but I would make a projection of making at least \$500,000 in the second year since the trucks are already paid for and experience gathered over that year could drastically reduce my operating cost.

Appendix

- The other con is that some juices, especially those made solely from fruits, can be very high in sugar. Of course, we will have a menu to support people with Diabetes.
- There will be a menu that will support weight loss seekers, health-conscious vegetarians, athletes, those with chronic health disorders, and others trying to maintain a healthy diet.

Future Expansion Plans

- I would welcome a partnership with restaurants, schools, fitness centers, or any business that would enhance my prestige and recognition, offering advice on weight loss and maintaining desirable body weight.

Works Cited

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