



Swirls Frozen Yogurt

Background

Our business focuses primarily on the sale of Frozen Yogurt Soft Serve, but we also offer a wide variety of products such as ice cream, Acai bowls, smoothies, shakes, boba tea, lemonades, iced coffee, homemade empanadas, and much more. We focus on providing a cozy and cheerful environment to our customers, where they can enjoy delicious and high-quality products with vegan, gluten-free, healthy, and sugar-free options. We started our business in June 2019 and opened our doors in June 2020, amid the pandemic. Although our original idea was a Frozen Yogurt Self Service, we had to adapt to the current situation to ensure the safety of our customers. Although these measures have increased our costs, we maintain them because we consider them an advantage that sets us apart from our competition.

Since then, we have focused on listening to feedback from our customers, conducting market research, and staying aware of trends to be able to adapt our product offerings and flavors according to demand and current trends.

Solution

We came to the Miami-Dade Business Navigator Program seeking funds because our opening was delayed due to the pandemic, so growth was slow. We had no credit history because we had come to the United States for this project. Banks did not support us financially and would not even give us credit cards to manage our daily purchases. It was a very difficult situation. The cash flow was very tight. It was then that we had a meeting with a financial advisor who put us in touch with Ascendus. We got a very convenient line of credit that allowed us to invest in growth. The process was very simple and fast, which allowed us to lower purchasing costs on the one hand and increase sales on the other, thus significantly increasing our results.

We were able to lower purchasing costs by taking advantage of offers and discounts for quantity. We hired new employees and a manager, which was very important to have time dedicated to working on business growth. We added new product lines such as Boba Tea, Shakes, and empanadas. We purchased machinery, facilities, equipment, and all the ingredients for their preparation. We decorated the space to give it a more cheerful and friendly look and remodeled the kitchen and warehouse to adapt it to the new needs, achieving an efficient and fast preparation process. We invested in advertising and promotions, made flyers with discounts, paid advertisements on Facebook and Instagram, and discount promotions on delivery companies. We increased our sales by 30% in one year, and our profit by 40%, achieving a total profitability percentage higher than the average for this type of business thanks to the help provided by Ascendus.

From the owner

“My advice to other entrepreneurs is to carefully evaluate the costs of their start-up and control the business plan in terms of time and costs. It is important to study the consumer, the competition, and market trends. Continuously offer new products or options to keep frequent customers. It is essential to analyze the numbers monthly to make decisions that maximize results and avoid bankruptcy due to debt. Advertising and customer service should be a priority, and product quality is essential. Finally, it is always advisable to seek financial assistance or advice, as there are many options for support for small businesses.”

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