



FRANCHISE BROCHURE

Grab a Scoop of the Action!

WHAT IS SCOOPERB?

We are a family-operated Ice Cream & Desserts Lounge, inspired by the beautiful flavours and aromatic spices of South Asia.

Our ice cream is all eggless, natural, vegetarian or vegan, handcrafted, and churned with very little air, resulting in purer, more robust flavours, as well as the creamiest textures you can find.

We are proud to serve a diverse menu including standard Ice Cream, Unique Ice Cream Flavours, Milkshakes, Waffles, Crepes, Sorbets, and Sundaes, Sizzling Brownies, Cookie Dough, Falooda and more.



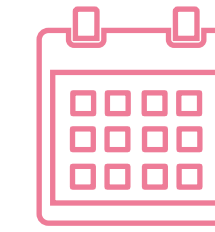
ABOUT US



Ramnath &
Deepali Prabhu



UNIQUE
ICE CREAMS



LAUNCHED
IN 2017



RAYNERS LANE
LONDON

Scooperb's unique desserts have been giving our customers joy since 2017, with the first location opening in Rayners Lane, London.

The business idea came to Ramnath and Deepali Prabhu after gaining combined experience of more than 30 years in the food and beverage industry.

They have paired with industry leaders in franchise development, responsible for expanding many high street brands, and together are working towards opening doors to Scooperb franchises all over the UK.

UNIQUE SELLING POINTS



UNIQUE FLAVOURS

Sitaphal, Guava, Lychee, Kala Jamun, Paan, Rajbhog, Baklava, Alphonso Mango, and many more...



NATURAL INGREDIENTS

Delicious ice cream that is not only tasty, but also eggless, natural, and vegetarian or vegan



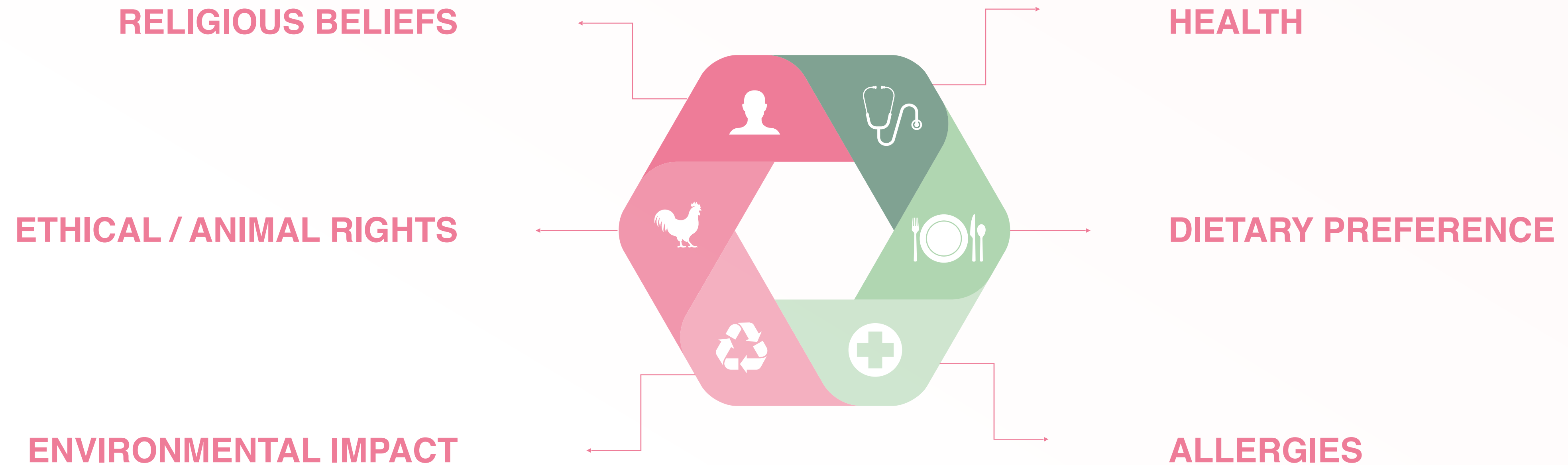
NUTRIENT-RICH

Our ice cream is loaded with vitamins and minerals like Vitamin A, Vitamin C and Potassium

We are constantly working on introducing and developing new and exciting Ice Cream flavours, keeping our wonderful customers coming back to try something new. This is our commitment to the world of Ice Cream!

OUR EGGLESS OFFERING

We have developed our eggless Ice Cream to attract and cater for a large and ever-increasing market. Consumers may not eat eggs for many different reasons:



There are no alcohol or animal products in our ice creams such as gelatine and rennet. Through years of development and sampling, taste has never been compromised



BENEFITS

OF UNIQUE FLAVOURS



PAAN

Enhances
Metabolism
Improves Appetite
Antibacterial
Properties



CHICKOO

Controls Blood Sugar
Level
Improves Bone Quality



GUAVA

High in Vitamin C
Boosts Immunity
Aids Digestions



SITAPHAL

High Fibre
Helps Digestions
Rich in Potassium &
Magnesium



LYCHEE

Healthy Minerals
Vitamins &
Antioxidants, such as
Potassium, Copper,
Vitamin C and
Epicatechin



TENDER COCONUT

Helps Digestions
Regulates Blood Sugar
Level
Great Source of
Hydration
Rich in Vitamin E



ROASTED ALMOND

Boosts Immune System
Increases Good
Cholesterol
Rich in Vitamin E



JAMUN

Good for Diabetics
Improves Immunity
Natural Blood Purifier
Prevents Infections



SCOOPERB ONLINE

GOOGLE & SOCIAL MEDIA

harshil neetin
Local Guide · 45 reviews · 8 photos
★★★★★ 8 months ago
Amazing new dessert place! I am so glad that finally an eggless dessert place has opened in Wembley! Their ice creams are amazing and very innovative and their cookie dough is sublime! Have yet to try the rest of their menu but will be trying very soon! The portion sizes are decent sized and prices not too high.

Mihaela Toperter
3 reviews
★★★★★ 3 weeks ago **NEW**
Delicious milkshakes and the best ice cream ever! You'll get only unique flavours like no other place !!

Nikhil Pampatwar
Local Guide · 141 reviews · 35 photos
★★★★★ a day ago **NEW**
Fantastic flavours & variety... Combined with better than excellent service... Will be my most favourite place for desserts from now on 🍦

venkatesh billakanti
Local Guide · 24 reviews · 24 photos
★★★★★ 4 weeks ago
Newly opened in Hounslow and variety of ice creams, taste is amazing and worth for money, my favorite kala jamoon

Raj Archu
4 reviews
★★★★★ 4 weeks ago
Wow 🤩 very unique flavours of ice cream they have .. some those which I like are mango, sitaphal, rajbhog and many exciting 🍦.. Recommend everyone to try .

11:19

SCOOPERB_UK Tagged

livinginruwiana and scooperb_uk
Scooperb



Liked by scooperb_uk and 379 others

livinginruwiana How's everyone coping with the heatwave at the moment?

12:46

SCOOPERB_UK Tagged Edit

amangill1
Hounslow, Hounslow, United Kingdom



894 likes

amangill1 What A Scooperb Fun Morning/Afternoon Attending The Summer Ice Cream 🍦🍦🍦 Party @scooperb_uk (New Branch) In Hounslow 🤩... more

View all 56 comments

rj_mohni 🤩🤩

amangill1 🍦🍦🍦🍦🍦🍦🍦🍦🍦🍦

18 June

GROWTH STRATEGY

We aim to replicate the Scooperb stores with unique interior features and design for each new location we target. Our store's origin is England, UK but we aim to go into the European and eastern parts of the world.

These are our predicted 30 locations across the UK by the end of 2024:

Alperton
Barnet
Basingstoke
Birmingham
Croydon
Hounslow
Hatfield
Rayners Lane
Reading
Romford
Uxbridge
Tooting
Manchester
Southampton
Watford
Leicester

White City
Fulham
Sutton
Enfield
Stratford
Nottingham
Derbyshire
Wales
Bristol
Wolverhampton
Coventry
Portsmouth
Southall
Slough





GOALS FOR 2024

RANGE LAUNCH
SMOOTHIES AND COOLERS

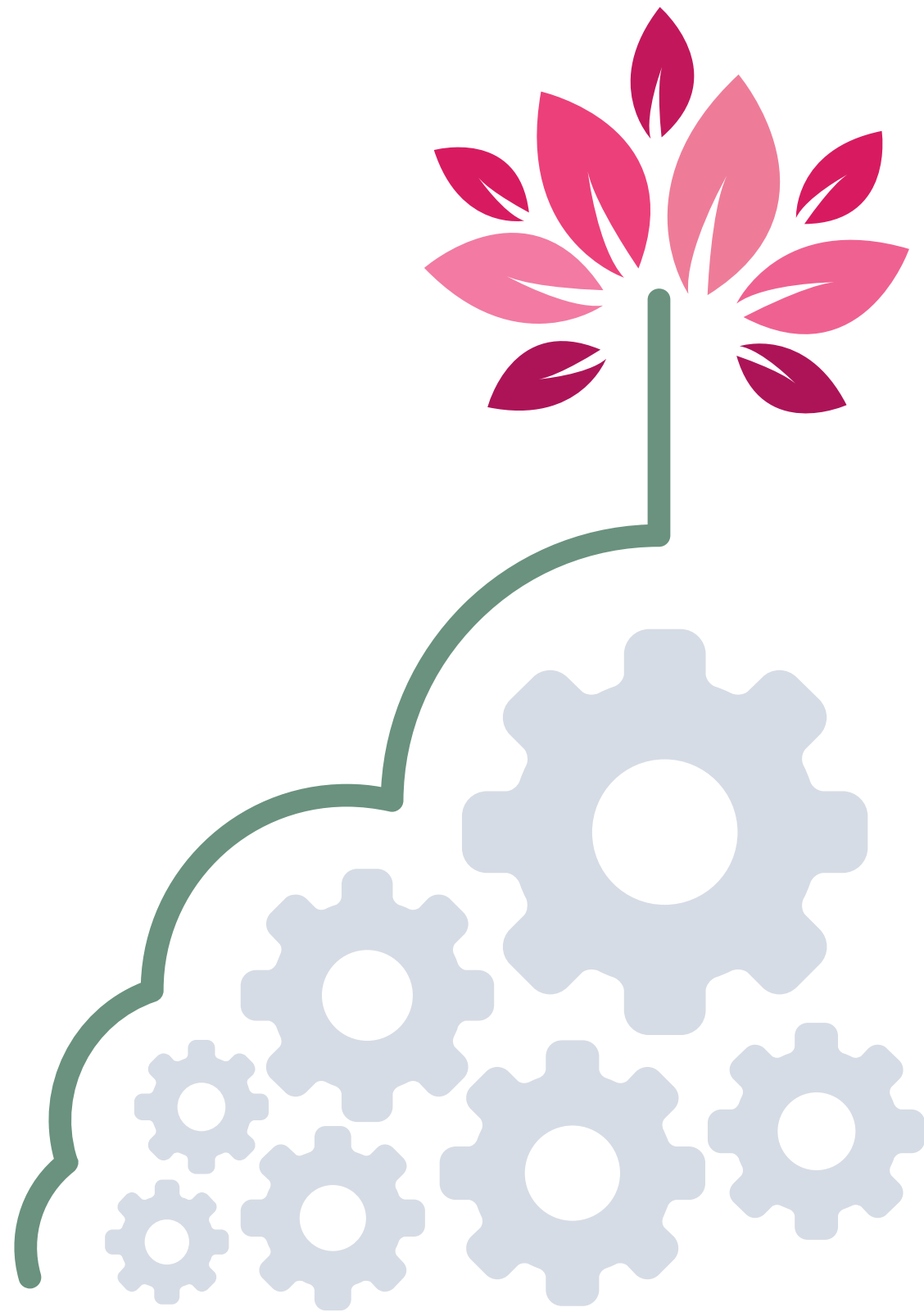
RANGE LAUNCH
DOG ICE CREAM

INCREASE SALES
EVENTS & CATERING

INCREASE SALES
KIDS PARTY

INCREASE ONLINE PRESENCE
GROW SOCIAL MEDIA FOLLOWING

INCREASE ONLINE PRESENCE
INFLUENCER COLLABORATIONS





THE TEAM

Scooperb has built a team you can turn to and know that you are in safe hands. Our network and team of experts always come up with solutions to all situations, so be reassured that all your needs are fulfilled:

PRODUCT DEVELOPMENT

BUSINESS DEVELOPMENT

STAFF TRAINING

DIGITAL MARKETING

INTERIOR DESIGNER

CONSTRUCTION

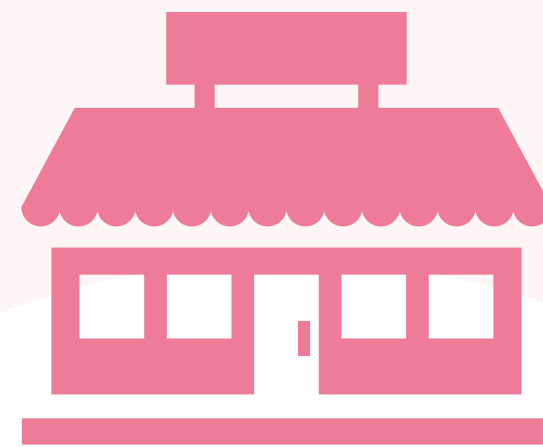
ACCOUNTANT

FINANCE CONSULTANT

LEGAL

INVESTMENT STRATEGY

Your investment can go many ways and we have many options that can give you access to however you want to begin your Scooperb Journey.



DINE IN

COSTS: £105,000 to £155,000

SQ FT: 800 to 1,500

CURRENT FRANCHISE FEE IS £10,000 + VAT
NO ROYALTY FEE FOR THE FIRST YEAR. AFTER YEAR ONE - 5% TO 7% WILL BE CHARGED

Figures for Dine In are averages and might be subject to change

CAPITAL EXPENDITURE

		Dine In
Builders & Material	£	40,000.00
Fixture & Fittings	£	25,000.00
Other Set Up Cost	£	10,000.00
Initial Stock	£	10,000.00
Signs - Internal & External	£	10,000.00
Design Fee	£	5,000.00
IT Equipment, CCTV & Alarm	£	5,000.00
Leased Equipment - Fridges, Cooking Appliances *	£	45,000.00
Total Cost Excluding Lease	£	105,000.00
Total Cost Including Lease	£	150,000.00

All costs exclude VAT. Other costs such as legal, rent deposit & cash flow will need to be taken into account, depending on store location and size. Additional £500 per month will go towards the national marketing campaign.

* Majority of Equipment can be financed via leasing over 3 to 5 years



NEXT 3 YEARS' FINANCIALS

Scooperb has a proven franchise model with successful shops operating. With our support and the right franchisee, the following turnover and profit are forecasted for the next 3 years.

	Turnover	
Year 1	£	215,000.00
Year 2	£	240,000.00
Year 3	£	299,000.00

	Profit	
Year 1	£	40,000.00
Year 2	£	54,000.00
Year 3	£	75,000.00

BREAKEVEN BY MONTH 2 TO 3 FROM THE OPENING DATE
BASED ON MONTHLY SALES AND OUTGOINGS

RETURN ON INVESTMENT YEAR 2

Please note the above are estimates from one of our current locations and figures may differ by location and size of your shop.

PRE-OPENING

- Location Mapping and Site Selection
- Fit Out and Design Support
- Pre-Opening Training
- Online Training Portal

POST-OPENING & ONGOING

- Ongoing Support Through Field Visits & Evaluations
- Refresher Training via Online Portal
- Pre-Opening Training
- Menu Development
- National Marketing Campaign

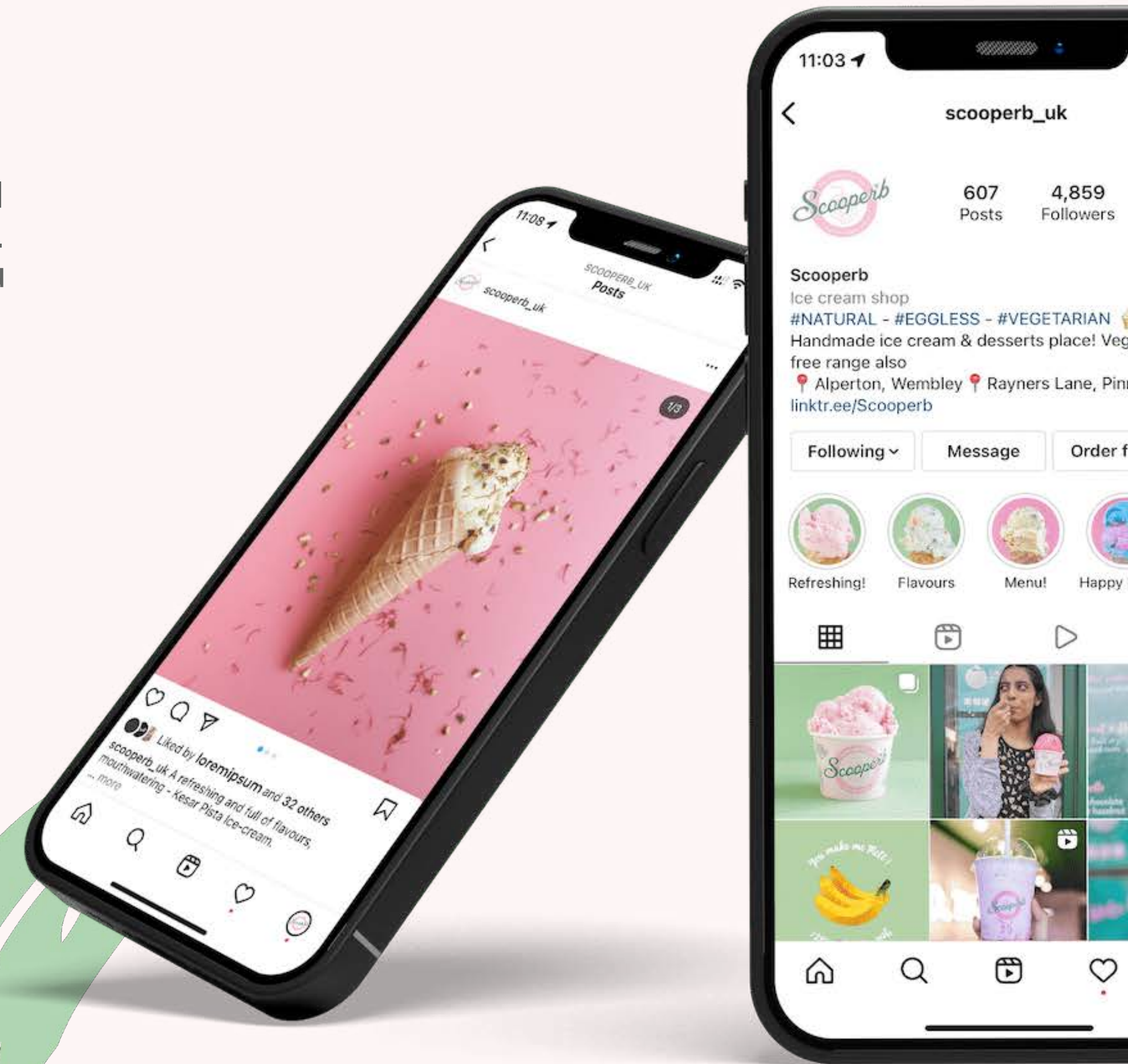
MARKETING

At Scooperb, we work closely with a creative digital marketing team who will run our local and national marketing campaigns. Every store will be promoted to increase the shop's traffic and help boost sales. Being a franchise at Scooperb means you will receive the following marketing for your location, so you can focus on running other parts of the business:

- Social Media Posts (Facebook, Instagram and TikTok)
- Product Promotions and Website Traffic Campaigns via Social Media Ads (5 miles radius from your location)
- Influencer Marketing Campaigns (To all Locations)
- Store Traffic Campaigns via Google Ads (5 miles radius from your location)
- Google My Business (Weekly Posting & Replying to Reviews)
- Product and Location Promotion Adverts (Lyca Radio and Lyca Gold)
- Design Graphics for New Products and Offers

The Marketing team will also plan and deliver your launch campaign:

- Local Radio Advertisement
- Local Newspaper Advertisement
- Press Releases
- Invite Local Influencers
- Bespoke Social Media Posts
- Leaflet Design and Print





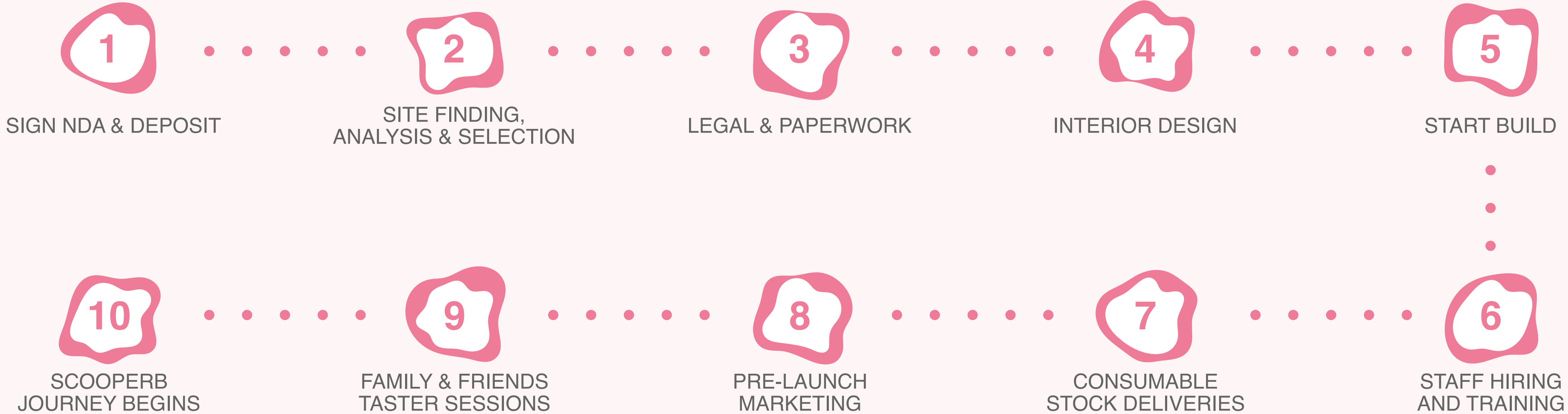
FUNDING SUPPORT

With bank funding, you can launch your own Scooperb franchise and start enjoying the benefits of having your own business from as little as £50,000.

GOVERNMENT FUNDING AVAILABLE

Personal loan for business purposes - a Start Up Loan is a government-backed personal loan available to individuals looking to start or grow a business in the UK. In addition to finance, successful applicants receive 12 months of free mentoring and exclusive business offers to help them succeed. The loan is unsecured, so there's no need to put forward any assets or guarantors to support an application. All owners or partners in a business can individually apply for up to £25,000 each, with a maximum of £100,000 available per business.

NEXT STEPS...





TAKE YOUR NEXT STEP TODAY

We Look Forward to Working with You

