

**1803**  
DESSERTS

An alliance that generates income!

# Business Proposal



# Introduction

11803 Desserts, a dessert brand based in Orlando, Florida, specializes in creations made from scratch in our facilities. We offer a wide variety, highlighting cheesecakes, filled cakes, mousse, pies, cookies, brownies, and more. Currently, we present our delicious desserts in a single individual-sized format for your convenience.







## Business Model

Our business proposal focuses on the fusion of successful established establishments, such as restaurants, cafes, and ice cream parlors, with our specialty: Desserts, providing added value to their menus. We present this innovative concept under the name '1803 Desserts Counters', where we will offer our exceptional homemade desserts in individual portions. Although the menus will vary according to the dessert offerings, we guarantee to include the most popular flavors and seasonal delights.

# What Do We Offer?

In order to generate added value for both your business and your customers, 1803 Desserts offers the following:

1. Profit margin of 30% after adjustments for Uber and Doordash.
2. A refrigerated display case (Owned by 1803 Desserts).
3. Free delivery (2 times per week).
4. Guaranteed radius of 3 to 5 miles from any other counter.
5. Application tablets for delivery services (Uber and Doordash) with established menu, your address, and banking details for deposits to be redirected to your account.
6. Listing on Google Maps and Yelp as a new 1803 Desserts point of sale.
7. 7-day credit (Credit card charges - Authorized).
8. Foldable sidewalk and wall signs (1803 Desserts point of sale indicator).
9. Social media support (Instagram - TikTok).
10. Marketing materials.
11. Presence on our website ([www.1803desserts.com](http://www.1803desserts.com)).

# What Do We Require?

## **REGARDING OUR REFRIGERATORS**

- Our refrigerators must maintain a temperature of 32 to 34°F to ensure the freshness of our desserts. Additionally, it's important to monitor that their doors are properly closed to prevent leaks.
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- No other products that do not belong to 1803 Desserts may be displayed.

## **REGARDING THE MENU**

- To incorporate the dessert menu into the business's own system, as well as on third-party delivery applications such as Uber and Doordash.
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- 1803 Desserts will require Uber and Doordash to open a new account for 1803 Desserts (counter) for your location, with the aim of increasing sales.
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- Place a sidewalk sign outside your establishment to indicate to both customers and delivery drivers that there is a 1803 Desserts counter inside your store.

## **PRESENTATION AND PRICING OF DESSERTS**

All desserts must be presented in the same manner in each of the stores, with identical decoration and pricing according to the price chart provided by 1803 Desserts.

# Our Partners



- 1803 Pizza/ Kitchen - Audubon Park - November 2023



- Gelato Go - Winter Park - November 2023



Dine in • Pick up • Delivery • Catering

- Lake Nona Deli & Market - Orlando Fl - January 2024



- The Arepa Station - Orlando Fl - May 2024

# Price List

PRODUCTOS	WSALES	RETAIL	T.PARTY	EXTRAS
3 Leches cake	\$ (7.00)	\$ 10.00	\$ 14.00	
Almond Cake	\$ (8.40)	\$ 12.00	\$ 16.00	
Brownie Bombom	\$ (5.60)	\$ 8.00	\$ 11.00	
Creeme Brulee	\$ (7.00)	\$ 10.00	\$ 14.00	
Cannoli Cake	\$ (8.40)	\$ 12.00	\$ 16.00	
Carrot Cheesecake	\$ (8.40)	\$ 12.00	\$ 16.00	
Choco Marquise	\$ (8.40)	\$ 12.00	\$ 16.00	
Chocolate Peanut Butter Mousse	\$ (8.40)	\$ 12.00	\$ 16.00	
Cookies	\$ (2.80)	\$ 4.00	\$ 6.00	
Ferrero Rocher Mousse	\$ (8.40)	\$ 12.00	\$ 16.00	
Guava Caramel Cake	\$ (8.40)	\$ 12.00	\$ 16.00	
Key Lime Pie	\$ (7.00)	\$ 10.00	\$ 14.00	
Lemon Mixed Berries Cake	\$ (8.40)	\$ 12.00	\$ 16.00	
Mini Cannoli	\$ (7.00)	\$ 10.00	\$ 14.00	
NY-Style Cheesecake	\$ (7.00)	\$ 10.00	\$ 14.00	1.40
Oreo Funfetti Cheesecake	\$ (8.40)	\$ 12.00	\$ 14.00	
Pistachio Cheesecake	\$ (9.10)	\$ 13.00	\$ 17.00	
Pistachio Coffee Cake	\$ (8.40)	\$ 12.00	\$ 16.00	
Traditional Tiramisu	\$ (7.00)	\$ 10.00	\$ 14.00	
Vegan Cheesecake	\$ (8.40)	\$ 12.00	\$ 16.00	
Salted Caramel Cheesecake	\$ (8.40)	\$ 12.00	\$ 16.00	

# Contact us!



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