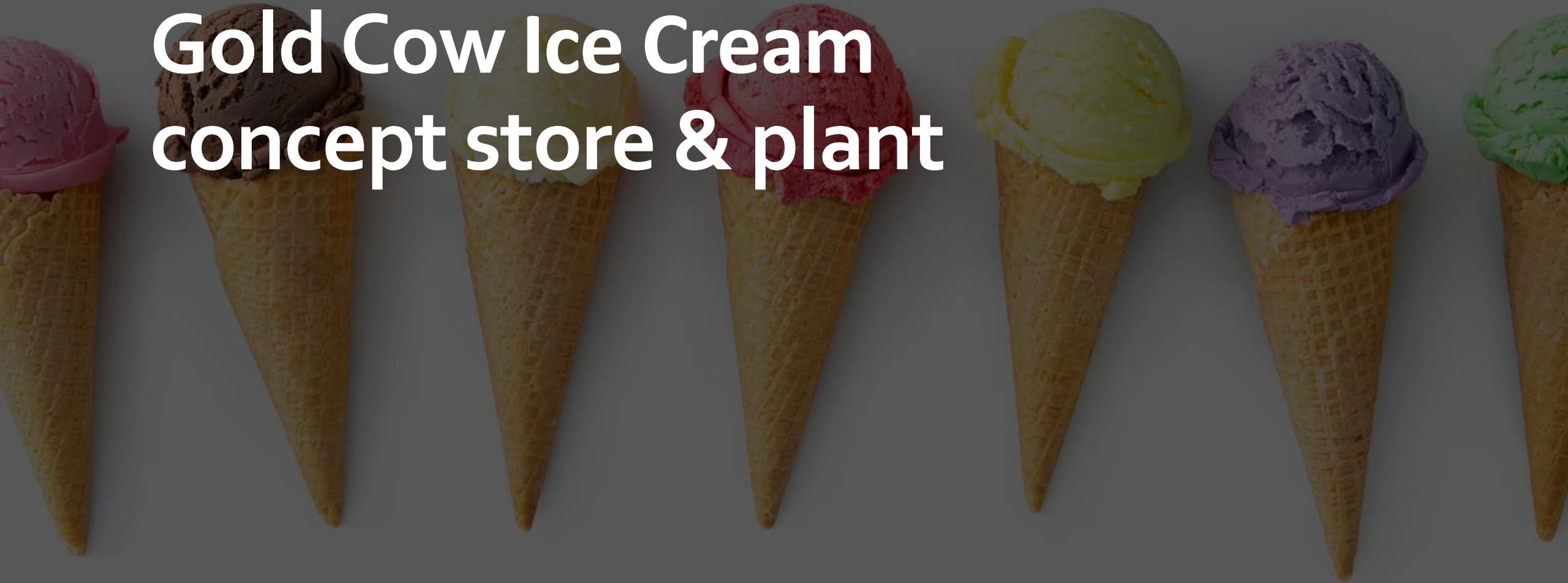


Gold Cow Ice Cream concept store & plant



Executive summary



Simon Hansford

Owner/Director

Direct Tel: +61 419 500 005

Email: simon@milkpowder.com.au

- **Business structure:** Sole proprietor and Director : Simon Hansford
- **Business location:** Melbourne Australia
- **Date established:** Early 80's
- **Business owner and founder** Simon Hansford
- **Business owner Bio and Experience**

Skype:



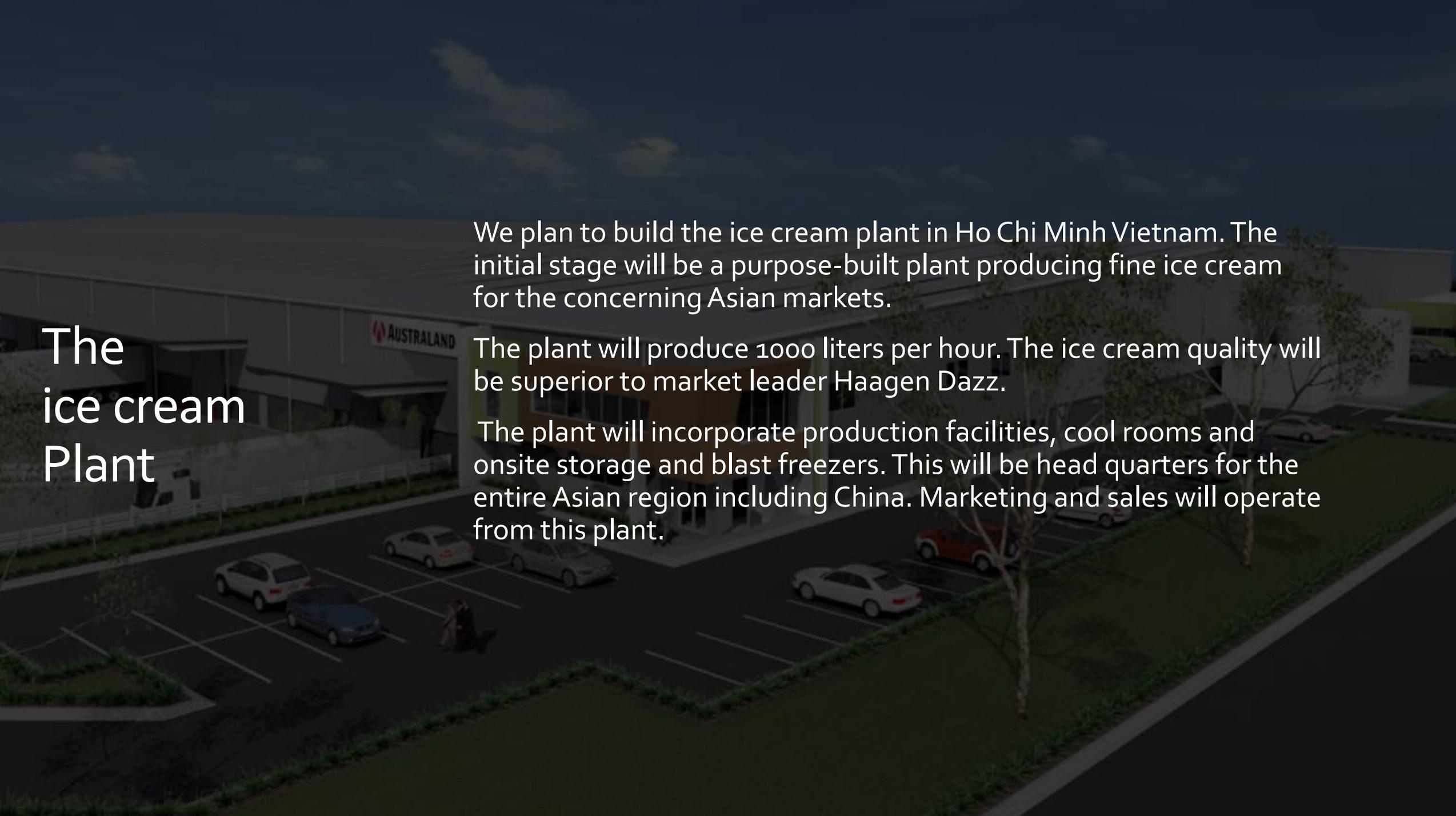
simon.hansford

Executive Summary

- Based on decades of industry knowledge and experience.
- We are committed to growing the Australian and New Zealand Dairy industry throughout international markets.
- Gold Cow ice cream founder Simon Hansford has been involved in manufacturing of dairy products, ice cream, yoghurt and milk powder ingredients since 1980. Simons & Peggy's ice cream company grew to be the most dominant Australian manufacturer in the food service sector - Hotels and catering industry.
- Also manufacturing fresh Yogurt and premium soft serve ice cream.
- In 2008 when the Melamine crisis occurred in China, Simon started research and development work into Infant formula milk powder, which led to the establishment of the first stand alone packing and blending infant formula manufacturing plant in Australia and New Zealand.
- Gaining a thorough knowledge of both the manufacturing process, and an intimate understanding of the culture in throughout Asia and how to navigate complex supply channels.

The Concept

- Each country will have a flagship store.
- This store will be constructed in a busy central location.
- Preferably on a corner. The shop front will allow viewing from the street.
- The store will be very hands on - an ice cream manufacturing show case.
- The visual will be very much of the classical method of making ice cream in small Italian gelato making machines.
- “Same as the one I started with 40 years ago”.
- The ice cream will be special. Fresh with many flavor varieties and unique cake creations.
- The store will serve retail, with a beautiful array of ice cream delicacies.
- This master franchise will grow and build smaller stores. Even these smaller stores will have one ice cream making unit.
- The vast majority of the ice cream will come from the Super plant in HCM.

An aerial view of a modern industrial building with a parking lot and trees. The building has a sign that says "AUSTRALAND". The parking lot contains several cars and a person on a motorcycle. There are trees and greenery around the building.

The ice cream Plant

We plan to build the ice cream plant in Ho Chi Minh Vietnam. The initial stage will be a purpose-built plant producing fine ice cream for the concerning Asian markets.

The plant will produce 1000 liters per hour. The ice cream quality will be superior to market leader Haagen Dazz.

The plant will incorporate production facilities, cool rooms and onsite storage and blast freezers. This will be head quarters for the entire Asian region including China. Marketing and sales will operate from this plant.

Why Vietnam Why Saigon

We consider Ho Chi Minh Vietnam to be the ideal base for the ice cream plant.

Accessibility for the importation of raw ingredients and exporting of the finished good is certainly paramount to this decision.

Vietnam is a growing market and welcomes investment.

Vietnam has a younger population than other Asian countries. A higher number of middle class and Gen Y being our target market has already developed coffee culture which is cross overspend on indulgent treats.

An ideal market to formulate strategies prior to entering the biggest markets nearby - China mainland.

The ice cream Business

Our financial projections : Establish manufacturing capabilities 12 months from start to finish.

Our projections for the ice cream business is to increase our volume from \$0 million in 2023 to \$10 - 20 million yearly. Continuously anticipating growth yearly. To begin with predominately local food service markets and company owned retail stores by way of fine tuning the operation to launch in Hong Kong and China year after completion.

We have an existing network and very strong connections in Africa we will supply soft serve ice cream starting immediately agreements are signed and funds flow.. This will generate some cash flow whilst we are busy building the plant.

Our Growth Strategy: Gold Cow ice cream has both a market penetration strategy and a market development strategy. With a well-coordinated risk-free approach, we will formalise and control the delivery of ice cream to a specific market sector where our clients are well connected in influential circles.

Secondly our market development strategy is to launch distribution into nearby Chinese regions testing and developing product range and flavour specifics. We will also control the delivery to selected Chinese supermarket locations.

The ice cream Product

The product features : We are providing an ice cream product that is perceived as a high-end quality. To be sold retail throughout Asia.

The concept is to promote the Australian and New Zealand dairy industry - known for its safe environment and manufacturing practises.

The quality of the ice cream will be of the highest standard. "High fat and low overrun"

We will use local fruits and sugars where possible and introduce some regional flavours but the dairy component will feature Australia and New Zealand produce.

The management will also be from Australia and New Zealand.

All Quality and Assurance and traceability programs will be designed to represent international standards.

We will work with international food stores to improve there offering and quality of ice cream related products.

Even soft serve ice cream will be introduced to cater for lessor affording communities. This is high volume market and lower margins but very good to promote our company and brands into poorer countries, In particular African countries.

We have plans to offer the dispensing machine and upcharge the ice cream mix. Our research indicates a massive market waiting for such a offering. Never been done in previously as the markets could not bare the expense. Things are developing rapidly in Africa.

The one very positive aspect is we can begin to enter these markets as soon as early 2021 whilst we are building our plant for scoop ice cream.

Our competitive Advantage

The unique selling proposition of Gold Cow Australia is :

- Gold Cow ice cream can provide structure and process which will ensure that the integrity of our dairy suppliers is not damaged in any way through incorrect importation procedures .
- Gold Cow ice cream offers a high level of transparency between all operating parties involved in distribution channels
- Gold Cow ice cream can spread the risk amongst a number of different market segments - food service – hotels, restaurants, cafes, hospital and airlines, supermarkets, convenient store then develop our own ice cream concept store.
- Gold Cow ice cream will build solid sales channels.
- **Strategy to respond to competitor activity** : A formalised purchase and distribution agreement between trusted suppliers and customers ensuring the outcome of controlled sustainable growth.

Summary

- In order to secure a sustainable competitive advantage, we will seek to formalised contractual agreement with dairy farmers, retail shopping centres and the Vietnam Government, to ensure there is no risk to the Brand and company growth.
- There is a strong synergy with Australian and New Zealand dairy industry and the Asian consumer. Asian markets are demanding this level of quality ice cream.
- We have a fiercely passionate belief in the ethical and regulated supply and distribution of ice cream and related dairy products to the Chinese and Asian consumer of today and tomorrow.
- We pride ourselves on our capabilities to oversee the manufacturing process of high-quality ice cream and other high end dairy products for the Asian and other international markets.
- From our proposed base in Ho Chi Minh Vietnam, we will build through the food services markets and grow rapidly into China and Asian countries establishing a franchised retail outlets