

COOL ICE

Operational Plan

November 30, 2022

MISSION STATEMENT

To produce and provide ice to customers in a professional, efficient, timely and cost effective manner

BACKGROUND

A market scan in Soesdyke, Guyana indicated that there is a huge demand for a steady supply of ice to local businesses. The idea to start a company to produce ice was conceived three years ago but was delayed due to the pandemic. Cool Ice will be primarily in the ice making and delivery business. Selwyn Fernandes is the majority owner and there are six minority partners involved in this business enterprise. All of the individuals are of Guyanese descent.

Currently, most of the local businesses purchase their ice from a supplier in Georgetown which is not the most economical or convenient way to operate.

The building to house the ice making operation is in the final stages of construction.

- The ice making equipment is currently being shipped from China.
- The refrigerated delivery truck is ready to roll.

Cool Ice will be creating employment opportunities for at least 4 full-time staff when the business starts up in early 2023. There may be more people hired at a later date depending on the financial success of the business.

GOVERNMENT PERSPECTIVE

1. Setting up Cool Ice in Soesdyke will provide a much needed service locally. It will provide immediate employment opportunities to local residents.
2. This new business venture will particularly support the Agricultural and Tourism sectors of the domestic economy.

3. The business will give the government some added prominence with the local residents and the neighbouring villages.

OPERATIONAL DETAILS

The anticipated customer base for the ice will be largely the local businesses such as grocers, butchers and fish mongers who rely on commercially produced ice to keep their products fresh, prolong the shelf life, keep their products free from contamination and spoilage.

Currently, an increasing number of independent businesses in the town of Soesdyke have to deal with the logistics of obtaining their ice from an establishment in Georgetown which is approximately 20 kilometres away.

The production of ice being considered includes cube ice and ice plates. These will be produced on-site and packed into plastic bags / woven bags for shipping out daily.

The business has already spent over \$100,000 US to facilitate the purchase of the equipment necessary to run the ice making operation.

The following items have already been procured: one ice plate machine, a 30 cube meter cold room, a generator in case of power outages, office furniture, office equipment, building signage, pull carts, loading equipment, industrial grade shelving units, work gloves and staff uniforms.

It is anticipated that additional sale of ice will be made to local residents, bars, restaurants, airline companies and poultry farmers as the company widens its base over time.

In addition, the business will be located in close proximity to the local creeks and it is anticipated that there will be a need for ice for residents and visitors going to the creeks.

CURRENT STATUS

- The construction of the building is 80% complete and the work is expected to be completed by **February 15, 2023**;
- One 10 ton plate ice machine will be sitting on top of an insulated and sealed cold room. This is where the the ice will drop.
- The machinery and all the associated supplies are expected to arrive from China by the end of February 2023. The set-up of all the machinery will be done shortly after its arrival;
- According to the floor plans, the production area is approximately 1,000 square feet;
- The silent generator will only be used occasionally and it will be situated immediately outside the building;
- The hours of operation are Monday to Friday from 6:00 am to 6:00 pm and Saturday 9:30 am to 9:30 pm; and
- Staff interviews and staff training will commence in February 2023.

STAFFING PLAN

The business will create employment for a minimum of 4 full-time staff at startup with additional workforce requirements to be assessed as the business grows. There will be two Ice Production Specialists, one Sales Strategist and one Production Supervisor involved with the production and the ice delivery service.

The salary levels of the production and delivery staff will be a minimum of \$65k monthly and the supervisor a minimum of \$85k monthly. The business may also hire a local college student on a part-time basis in order to give that individual some practical work experience.

SALES STRATEGIES

The business plans to produce 10,000 pounds of ice on a daily basis at start up and may eventually ramp up to 26,000 pounds daily (if the sales projections

remain accurate). The business will monitor the daily demand for ice in order to optimize its daily production.

Cool Ice has already purchased one commercial grade refrigerator which will be placed in a local store with the understanding and agreement that all their ice will be supplied exclusively by Cool Ice.

The sales pitch to potential clients will involve developing a rapport with the local businesses, making the owners of these businesses aware of the fact that the locally produced ice will be delivered to them on an as needed basis and in a much more timely fashion than they are currently used to.

The sales strategy may also include some advertising in the local paper, social media, distribution of fliers and advertisement on the local radio and television stations. If all goes well and the business is successful in the first two years, the plan is to open another facility in the Berbice area.

As the existence of the business becomes known, we will eventually supply ice to the local bars and restaurants. The partners are confident that the existing businesses will switch over to Cool Ice simply because the supplier will be local and the distribution and delivery of ice would be faster, easier, efficient and considerably more reliable. Cool Ice already has a firm commitment to supply 4,000 pounds of ice on a daily basis. The business has purchased one commercial refrigerator to be placed in one location to be determined. The demand for ice will definitely grow as the local businesses realize that it is a lot more convenient to get their daily supply of ice from a local distributor rather than have someone travel 20 kilometres one way to obtain it from Georgetown.

LONG TERM PLAN

Once the business has been established, we plan to expand its business into the neighbouring towns of Grove, Diamond and Linden. The secondary line of business will be the ongoing sale of filtered drinking water to the local residents who will bring their own containers. Both of these services will be in great demand by the local residents and businesses.

CUSTOMER SERVICE STANDARDS

Cool Ice will make customer service a top priority. Delivery of the ice ordered will be produced and shipped in a timely manner. Cool Ice will promote caring and show respect with its "NO MEANS NO" campaign. The company vehicles and ice bags will all be stamped with this slogan.

MONITORING

The monitoring and oversight of the key business elements will be the responsibility of the majority and minority owners who will jointly monitor the progress of the business on a monthly and quarterly basis. The components that will get close scrutiny include: operational requirements, sales, pricing strategies, staffing levels and conformity to established customer service standards.

APPENDIX A

LAND AND BUILDING DETAILS

Approximately 7,615 square feet of land will be the site for the Cool Ice operations. The lot has been surveyed by the local authorities. The building plan was approved by The Soesdyke Huis Te Coverden Neighbourhood Democratic Council.

TRUCK DETAILS

The GMC Savana 2500 Cargo was fully refitted with an Iceman Insulation system, aluminum floor, side rails and rear door thermal curtain. This truck was retrofitted and shipped from Canada.

PRODUCTS

Cube ice will be sold in 50 pound and 10 pound bags. Plate ice will be sold in 95 and 50 pound bags. All 10 pound bags of cube ice will be sold at the creeks along

the Soesdyke/Linden Highway on weekends and the sale of filtered water will be phased in over time as the business matures.



SOESDYKE TE HUIS TE COVERDEN

NEIGHBOURHOOD DEMOCRATIC COUNCIL



BLOCK M SOESDYKE, EAST BANK DEMERARA, Tel: 261-5224
EMAIL: soesdykecoverden10ndc@gmail.com

Environmental Protection Agency
Ganges Street, Sophia,
Georgetown,

16TH January, 2023

Dear Sir/madam

Mr. Selwyn Fernandes had submitted a building plan for the construction of an Ice Factory. The council had recommended the plan to Central housing and Planning for approval. The said plan was approved by CH&PA.

In addition, the Council has no objection to Mr. Selwyn Fernandes constructing and operating an Ice Factory at Lot 3 Sheila Lane Soesdyke East Bank Demerara.

All for your information.

Yours respectfully

Bhupendra Deokie
Chairman

----- Forwarded message -----

From: **SelwynE Fernandes** <coolice.soesdyke03@gmail.com>

Date: Tue, Feb 14, 2023, 12:38 p.m.

Subject: REF#20230201-SFCIN

To: <Jeshelle_noel@yahoo.com>, <selwyn.fernandes1022@gmail.com>

Below please find the details requested on the operation of the Coolice business.

Of note, the only potential environmental effects is the noise from the **Ice Machine, dropping of the ice into the insulated cold room** and the **Generator**.

The plans in place to mitigate the noise impact is as follows:

- The Ice Machine will be enclosed in an insulated Room
- The ice will be dropped from the bottom of the machine into the insulated cooling room that has a closed door.
- The Generator is a 100KW YUCHAI silent generator which comes with a silent muffler, low emission and low noise. It will also be enclosed.

The Ice operating process

1. After pressing the "ON" button, the cooling water pump and the circulating water pump will start.
2. Water from the filtration system enters the machine and 20 minutes after the ice begins to drop into the insulated cool room.
3. The machine can produce up to 20,000 pounds of ice over 24 hours.

Please contact me if you have any questions.

Thank you and regards,
Selwyn Fernandes

