



SCOOP SCHOOL

OWNER/MANAGER ADVANCED TRAINING COURSE

743 Spirit 40 Park Dr, Chesterfield MO 63005

Located in the STL Ventureworks Building

For questions about the course please email steve@scoopschool.com or call 636 778 0297

Please note we are on **Central Standard Time**

Monday – Day One

9:00am – 9:30am **INTRODUCTIONS AND WELCOMES**

9:30am – 10:30am **OPERATIONAL REVIEW AND TROUBLE SHOOTING**

A checklist and review of Policy, Procedure and Operational elements of your business to help you identify what is working well and what needs work. This will be the foundational session of the course and all other subjects will deal with increasing effectiveness and efficiency in the operation of your ice cream or frozen dessert business.

10:30am – 12:00pm **POLICY AND PROCEDURE HANDBOOKS DEVELOPMENT**

It all starts with a well written and distributed PnP handbook. In this session, we will go over the legally required and basic elements of an effective handbook and how to police them. Please bring yours with you to this session for your own review. If you don't have one – we will provide one for you

12:00pm – 1:00pm **Lunch (Provided)**

1:00 pm – 2:00pm **HACCP AND HEALTH DEPARTMENT LIAISON**

With Listeria contaminations dominating the frozen dessert industry news, this session covers a review of your Hazard Analysis Critical Control Point Procedures, where contamination issues can occur and what you can do to prevent them. Health Department Officials also attend and shed light on general Health Department approvals, Inspections and Complaints.

1.00pm – 5:00pm **INVENTORY MANAGEMENT AND MONITORING - PRODUCTION EFFICIENCY**

This session looks at your inventory management and ordering process and how to minimize your inventory costs. Also, who to utilize your foodservice distribution network to get the maximum value from your suppliers.

We also cover the production procedure of your frozen desserts, from formulation, freezing, storage and display; How to streamline this process to reduce costs and increase efficiency in manpower and “power” power.



Tuesday - Day Two

9:00 am – 12:00 am

EMPLOYEE MANAGEMENT

Your employees are the greatest asset or the worst liability to the success and growth of your business. This session deals with how to get the most out of your employees including:

- ✓ Hiring and Firing practices
- ✓ Employee Retention and Motivation in the workplace
- ✓ Effective Communication principles to get the most out of your employees
- ✓ Systems, accountability and discipline
- ✓ Payroll and Incentive programs to promote increased workplace efficiency

12:00 pm – 1:00 pm

Lunch (Provided)

1:00 pm – 2:30 pm

ADVANCED MARKETING AND PROMOTION

This session we cover a number of strategies and topics to help you market your business more efficiency and harness the power of your “customer community” to increase brand awareness and sales through:

- ✓ Menu Development,
- ✓ Limited Time Offers and Instore promotions to drive loyalty,
- ✓ Social media sharing and review based marketing
- ✓ Customer service Upselling

2:30 pm – 5:00 pm

BUSINESS GROWTH STRATEGY

This session looks at identifying growth opportunities within your marketplace including:

- ✓ Wholesaling to local restaurants and foodservice business,
- ✓ Finding community causes to support and sell to
- ✓ Food trucking, markets and remote sales venues
- ✓ Business catering

Wednesday – Day Three

9:00am – 11:30pm

MIX PLANT TOUR – OPTIONAL

Touring an operational mix plant gives our students the understanding and scope as to what goes into the process of the production of your base mix.

From receiving the milk and cream from a co-op of locally owned dairies, through the homogenization and pasteurization and packaging process, this plant tour will help students understand the production process of their mix and be better able to communicate the process in customer liaison and marketing channels.