

# The Fit Scoop

Bahrain's first high-protein, low-sugar ice cream bar where healthy meets indulgent



# The Concept

## Customizable Macro- Tracked Ice Cream

Choose your base: whey, Greek yogurt, or vegan. Add healthy mix-ins like nut butters, oats, and fruits. Instantly see your macros—protein, carbs, fats, calories—on a digital display or printed label.

## The Dessert That Fits Your Plan

Featured combos include recommended "Fit Scoop" creations and customer-designed favorites displayed in-store and on social media. Make healthy dessert indulgence mainstream.



# Who We Serve



## Gym Members

Fitness enthusiasts tracking their macros who want guilt-free treats after workouts.



## Health-Conscious Millennials

Young professionals seeking nutritious alternatives to traditional desserts.



## Macro-Friendly Foodies

Dessert lovers who refuse to compromise on taste or their nutrition goals.

# Store Experience

## Compact Design

15 - 20 m<sup>2</sup> dedicated space with counter bar and 4 - 6 indoor seats

## Interactive Station

Mix-in station where customers build their perfect scoop

## Take-Home Options

Mini freezer wall featuring 450 ml pints for home enjoyment

## Fitness Aesthetic

Clean white-and-amber design reflecting health and energy



# Menu Highlights

## High-Protein Scoops

20g protein per serving in whey, Greek yogurt, or vegan bases

## Premium Mix-Ins

- Granola and oats
- Almond and nut butters
- Fresh berries
- Protein bites

## Signature Combos

"The Builder," "The Glow-Up," and "The Classic" – expertly crafted for optimal nutrition and flavor.



# Smart Operations



## Small-Batch Production

Weekly production of three rotating base flavors ensures freshness and quality



## Tech-Enabled Service

Barcode and scale system for instant macro calculation at checkout



## Safety First

Strict hygiene and allergen SOPs protect customer health

Owner-operated micro-store with one helper keeps overhead low while maintaining quality control.



# Marketing Strategy

1

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## Gym Partnerships

Soft launch with local gym collaborations and fitness micro-influencers (2 - 8k followers)

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## Community Engagement

"Customer combo of the week" leaderboard with QR submission board

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## Digital Presence

Instagram and TikTok short-form content showcasing flavors and macros

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## Loyalty Program

QR-based macro tracking and loyalty cards reward repeat customers

# Financial Snapshot

5K

Startup Investment

BHD total including used equipment, fit-out, stock, and marketing

2.2

Average Order

BHD per customer transaction

50-60

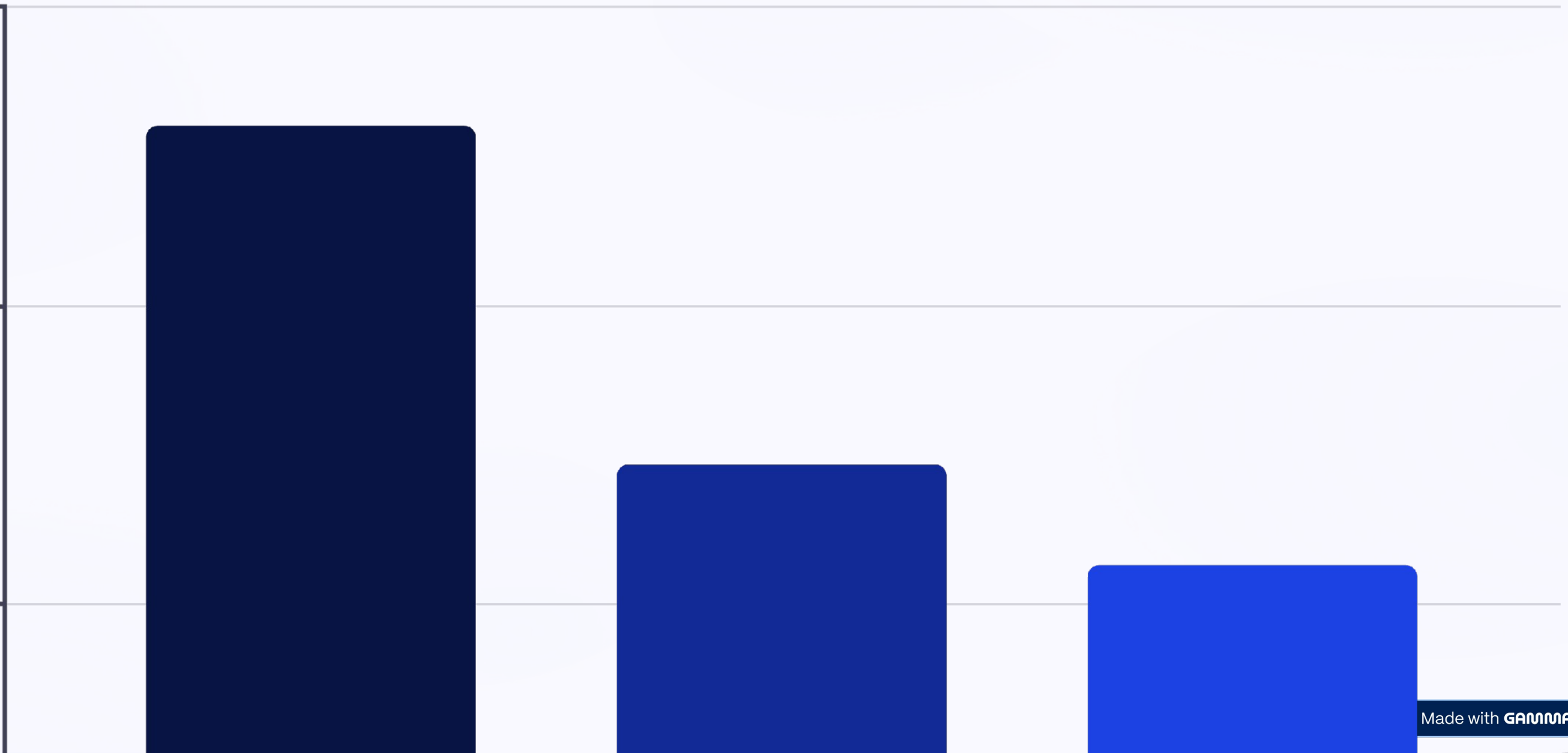
Daily Customers

Target foot traffic

\$4,500.00

\$3,000.00

\$1,500.00





# Growth Roadmap



## Phase 1: Flagship Launch

Open micro-store in Saar or Janabiya, establish brand presence and refine operations



## Phase 2: Retail Expansion

Introduce take-home pints for retail partnerships and online delivery channels



## Phase 3: Scale Up

Franchise model or mall pods by year 2, replicating success across Bahrain



# Make Healthy Indulgence Mainstream

The Fit Scoop transforms guilt into gains – where every scoop fits your fitness plan and satisfies your cravings.

"The dessert that fits your plan."