**Krispy Kreme business plan :)**

**Business idea:**

**Krispy Kreme is a shop that sells donuts, coffee and other drinks, it sells goods, the owners mission is to spread joy to people, the name of the business is unique and isn’t similar to other business names.**

**Target market and demographics:**

**Customers and mostly families, and competitors are mostly other donut places or cafes, Krispy Kreme has a lot of business locations all around the world, and customers can buy from Krispy Kreme by going to the place or by ordering online and having it delivered to their address.**

**Financial information:**

**Krispy kermes prices are around 1.89$ for a donut, and 13.49$ for a box of a dozen donuts, while their competitors sell them for around 15$ for a dozen donuts, their predicted profit is around 1900-1500=around a 400$ profit.**

**Owners details:**

**The first owner of Krispy Kreme is Vernon Rudolph, he was an American business man who found Krispy Kreme doughnuts, inc.**

**Usage of the money:**

**I would invent 25% of the money for the business to grow, and save some of the money for collage and donate the rest to a charity.**