**Project Work Plan and Timeline SAMPLE 2**

**December 2023**

We have received a quote from our likely supplier of the **ice cream maker and batch freezer** (requested in the budget). We anticipate that the equipment will be received within 2 months of the purchase date. If there are shipping delays, this would delay the rest of the project.

**January 2024**

We will begin to develop new recipes for the ice cream shop. This is essential to our project goal of expanding into the regional ice cream market by selling ice cream made from our own mix. We will need to identify suppliers and negotiate contracts. Our **production assistant** (requested in the budget) will spend approximately 2 days per week developing recipes, using **fruit and other add ins** (requested in the budget). The **ice cream maker and batch freezer** will be essential for this step. Possible delays include any issues with ingredients or unsuccessful test batches. We could also be delayed by late equipment; alternatively, we might be able to start this step early if the equipment arrives faster.

**February 2024**

We will be working with **XYZ Marketing firm** (requested in the budget) to develop a regional marketing plan. The marketing plan will be implemented immediately and will focus on the first 6 months of our product launch. We expect that the plan will take approximately 4 weeks to develop.

**February 2024**

We will also be working with **XYZ Marketing** to design new product labels. We expect that this design work will take approximately 2-3 weeks. We will then have **product labels** (requested in the budget) printed. The labels should arrive within 4 weeks.

**April 2024**

When we have our new recipes, labels and marketing plan in place, we will be ready to ramp up production for the summer season. This will require 4 days per week for the **production assistant** (requested in the budget). We will also be purchasing **cups and lids** (requested in the budget) for serving. Any difficulties with staffing or equipment malfunctions could delay this process.

As we travel to summer events, farmers markets, etc. (as identified in the budget), we expect that we will see increased demand for our product through word-of-mouth, Facebook and other advertising as outlined in our marketing plan. To complete this travel, we will need to pay for **gas and hotels** (requested in the budget) for 1 staff person.

**September 2024- Growth/Expansion**

After the grant period, we will continue to grow our brand and possibly diversify into frozen yogurt, ice cream bars or other frozen desserts.