Running Ice Cream Business, UGM Students Achieved Shell LiveWIRE Business Start-Up Award 2010

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Mirza said that the distribution is conducted in partnership. He cooperates with a number of restaurants to expand their market. Currently, Yogya Ice Cream has been cooperating with Jogja Chicken restaurants, Waroeng Steak, and Festival Kuliner. "Now, our products are already available in 15 branches of Jogja Chicken, five branches of Waroeng Steak, and Festival Kuliner," Mirza explained.

Besides partnerships, they also opened retail outlets in several schools in Yogyakarta. "We also opened outlets in 10 schools in Yogyakarta," he explained.

Yogya Ice Cream's office is in Affandi Street, Gang Magnolia, Pelem Kecut No. 8 Yogyakarta. Every day, it is able to produce up to 3-4 thousand cups of ice cream using 240 liters of milk. "We could sell between 500 to 1,000 cups per day," he said.

The business is successful. Monthly turnover can reach up to 80 million with net profit around 15 million. Yogya Ice Cream currently has three main employees and 250 employees of partner companies.

Yogya Ice Cream currently offers three flavors (chocolate, vanilla, and strawberry). "We currently offer three variants of new flavors: chocolate, vanilla, and strawberry for retail sales. But for ordered ice cream, we can serve desired flavors as requested by the consumer," Arum added.

Although they are considered successful, that does not stop them for making more plans. They plan to work with catering businesses as partners. "Our future target is that we want to cooperate with both domestic and foreign catering as partners. We chose this sector because it is relatively more stable than the restaurant business," Arum said.

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