



**SPECIALISED REFRIGERATION SOLUTIONS
SINCE 1975**



***Minus 40 Ice Block Making
Machine***

***A FANTASTIC 'BUSINESS IN A
BOX'***

***A WINNING BUSINESS WITH
HIGH REWARDS & VERY LOW
RISK***

Everyone wants ready-made ice, often as a necessity, sometimes as a luxury. Ice is essential to preserve food, enjoy cold drinks, be available to entertain friends and family or take perishable products on long distances. Convenient and affordable ice is the answer to all of these important needs.

Minus 40's Ice Block Maker, the '**Business in a Box**', offers truly 'portable refrigeration'. It is easy to produce and distribute and can be sold in exactly the required quantity to a variety of waiting customers.

Communities or businesses that do not have access to their own ice or to an electricity supply to own a conventional household refrigerator, or those that need large quantities of ice for specific occasions, are often at the mercy of hawkers and vendors who can charge a premium for cold food, drinks or small ice cubes.

For these customers the best form of ice is the large ice block. Ice blocks last much, much longer and far are easier to transport than small ice cubes.

THE BENEFITS OF MINUS 40's 'BUSINESS IN A BOX'

Typically, a Minus 40 10kg block will provide cooling for the domestic needs of a family for 2–3 days. This allows food and drinks to be preserved, reducing trips to the shop, allowing more economical buying and reducing spoilage and waste.

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The cost of manufacturing ice blocks, using Minus 40's Ice Block Maker, consists only of electricity and water. An optional plastic bag can be used as a lining inside the ice block mould which serves as a carrier bag for the purchaser of the ice block.

Minus 40's Ice Block Maker has 28 stainless steel moulds which each produce a 10kg ice block. It takes between 10 to 14 hours to freeze all 28 blocks, (depending on operating conditions and electricity supply). Removing a load of frozen ice blocks and refilling the ice moulds with water for the next batch takes about 1 hour. With two cycles in 24 hours, 56 ice blocks can be produced and profitably sold!

MINUS 40 CASE STUDY - ANGOLA

In 1997 the Minus 40 Ice block maker was introduced to the market in Angola by a local entrepreneur. To-date over 70 of these machines have been installed by individuals and small businesses. The pattern of shopping in the informal residential areas has changed, and now street vendors supply cold drinks at most street corners in the major cities. Ice has become big business and some of the original companies that purchased a Minus 40 Ice Block Maker - **'Business in a Box'**, have grown to supply other Minus 40 refrigeration and freezer products that produce cube ice to the catering trade and flake ice to fishing boats operating from the harbour areas. Angola is just one of our successful markets.

REQUIREMENTS FOR A MINUS 40 ICE BLOCK SALES OUTLET

Ideally the premises should be situated close to where the customers are located. A secure well ventilated work area of about 6 square metres is ideal and with a 3 phase 380 Volt / 20 Amp or single phase 220 Volt / 35 amp electricity supply. A good supply of drinkable water or suitably purified / filtered water is essential if the ice is being used near food or drinks. An ice storage chest or cold room to store excess production is an additional benefit.

EXCELLENT INCOME FROM YOUR 'BUSINESS IN A BOX' (AND ONLY 2 HOURS A DAY OF YOUR TIME NEEDED)

Using Minus 40's cash-flow and profit projection tool, (sent herewith or on request), based on typical values for electricity, water costs, an affordable selling price for the ice, interest rates, a reasonable deposit paid and payback period, the **'Business in a Box'** can show a profit within the first 3 months of trading! Not many business opportunities or franchises can offer this recipe for success!

Using these conservative projections, we believe that you can make a convincing presentation to a bank, financial Institution, investment partner or to friends and relatives to support you in



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purchasing a Minus 40 Ice Block Maker – Your '**Business in a Box**'. Minus 40 can help you calculate your profitability using your own costs and financial circumstances, just let us know.

GIVING YOU THE SKILLS TO RUN YOUR 'BUSINESS IN A BOX'

Minus 40 can provide you with all of the required training in order for you to be able to run your Ice Block Making business as effectively and efficiently as possible. The optional training can be arranged at your premises or at Minus 40's training centre in Cape Town, South Africa. The training medium is English.

Training Modules Include:-

- Operating best practice for the Minus 40 Ice Block Maker (including installation and maintenance)
- The principles of small business management
 - Marketing and sales on a small budget (Growing your business)
 - Financial disciplines
- Other opportunities from the Minus 40 product range

Contact us for help in making this the very best business decision you will never regret.

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