



Overview

1. Executive summary
 2. Mission/Vision and Description
 3. Market Analysis
 4. Products and services
 5. Organization and Management
 6. Marketing and sales
 7. Financial Plan
 8. Appendices
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Executive Summary

Jumbo Mumbo Smoothies is built on the mission of helping people get stronger in a healthy, natural way. Our smoothies blend high-quality protein with fresh fruits to support muscle growth, reduce soreness, and boost energy throughout the day. They're perfect for gym-goers who want real recovery after a tough workout, but they're also great for teens and younger customers who just want a refreshing, nutritious drink on a hot day. Every smoothie is simple, delicious, and designed to help people feel better, recover faster, and stay cool no matter what they're doing.

Many small businesses overlook the growing demand for clean, protein-packed drinks that actually support muscle recovery. Some rely on unnecessary or unhealthy ingredients, while others don't offer anything refreshing or healthy for people who want something better after a workout. Because of this, customers often end up choosing options that don't help them feel stronger or energized. Jumbo Mumbo Smoothies solves these problems by offering a natural, energizing drink people can trust. Our smoothies help customers recover faster, feel stronger, and enjoy something that tastes good while supporting their goals.

My goal for Jumbo Mumbo Smoothies is to open a small shop near a local gym and build a steady base of customers who come in for our protein-packed drinks. In the first three months, I want to perfect our flavors, build consistent sales, and grow our social media presence so people start talking about us. By the end of the first year, I want our shop to be known as the go-to spot for a healthy, strength-boosting smoothie after a workout. As the business grows, I plan to hire more employees, partner with additional gyms, and eventually open more locations so the brand can continue expanding.

Mission/Vision and Description

Mission Statement:

“Our mission is to help the next wave of lifters level up from lil bros to full gym bros by delivering protein-infused smoothies that support muscle growth, reduce soreness, and fuel real progress.”

Identity Paragraph:

Jumbo Mumbo Smoothies is built on the mission of helping people get stronger in a healthy, natural way. We create protein-infused smoothies packed with high-quality protein and fresh fruits to support muscle growth, reduce soreness, and give customers the energy they need for the gym. While our drinks are perfect for dedicated gym-goers, they're also made for teens and younger customers who simply want a refreshing, nutritious option on a hot day. Our smoothies are simple, delicious, and designed to fuel anyone looking to feel better, recover faster, and stay cool.

Small business owners deal with a lot of problems that could honestly be fixed by offering customers a healthier, protein-packed drink that actually helps their muscles recover. A lot of other businesses don't focus on giving people a safe and clean way to build strength without loading their drinks with unnecessary or harmful ingredients.

Including that most businesses don't think about how important it is to have a refreshing, cooling drink on hot days, which is something people really want, especially after a workout. Because of that, many places end up losing customers who want something simple, good-tasting, and actually good for their body.

Jumbo Mumbo Smoothies solves many of these problems by giving customers a clean, protein-infused drink that actually supports muscle recovery after tough workouts. Each smoothie blends high-quality protein with fresh fruits to help repair tiny muscle tears, reduce soreness, and boost overall recovery. Jumbo Mumbo Smoothies turns an overlooked need into a powerful advantage for both customers and business owners.

My business sees these problems clearly, and that's why I'm focused on making smoothies that solve all of them at once. Instead of relying on unhealthy shortcuts or sketchy supplements, customers get a natural, safe way to build strength and feel better faster.

Market Analysis

Age Range: 18–35 years old — active, health-conscious individuals who value fitness and recovery. (source: [Industry-reports](#))

Location: Local neighborhoods and near gyms — easy access for people finishing workouts or starting their day.

Lifestyle & Interests:

- Regularly work out and care about nutrition.
- Enjoy flavorful, energizing drinks that support muscle recovery.

Customer Needs Jumbo Mumbo Solves:

- Helps reduce **post-workout soreness** and fatigue.
- Provides **protein-infused smoothies** that rebuild and refresh muscles.
- Offers a **convenient, tasty way** to stay healthy and energized.

Competition

Category	Smoothie King	Jamba	Pressed (Presse*d Juicery)
What They Sell	Fitness-focused smoothies, meal-replacement blends	Fruit smoothies, veggie blends, juices, bowls	Cold-pressed juices, dairy-free smoothies, plant-based snacks
Brand Position	Largest, most recognized smoothie chain	Fun, family-friendly, fruit-forward	Clean, minimalist, health-focused
Strengths	Huge menu, strong marketing, consistent quality	National brand, wide menu, refreshing options	Allergen-friendly, clean ingredients, vegan appeal
Weaknesses	Added sugars/syrups, corporate feel	Low protein focus, not gym-oriented	High natural sugar, small portions, not protein-focused

Products and Services



Jumbo Mumbo SMOOTHIES

PROTEIN-PACKED SMOOTHIES

	The Mumbo Mango Power-Up Mango, Pineapple, Vanilla Yogurt & Honey	25g Protein \$13.00
	Berry Beast Mode Strawberry, Blueberry & Raspberry, Almond Milk	30g Protein \$14.00
	Chocolate Thunder Shake Cocoa, Banana & Peanut Butter, Oat Milk	35g Protein \$15.00
	Green Giant Gains Spinach, Kiwi, Green Apple & Vanilla Whey	28g Protein \$13.50
	Tropical Titan Twist Coconut, Banana, Passionfruit & Greek Yogurt	32g Protein \$14.50
	PB&J Muscle Maker Peanut Butter, Strawberry, Vanilla Protein & Almond Milk	33g Protein \$14.00

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Organization and Management

Organization

At Jumbo Mumbo Smoothies, our team works together under the same roof, and we treat each other like family the moment anyone walks through the door. Every employee has an important job, but the blender team and the janitors are especially key because they keep the shop running smoothly and clean at all times. The cashiers also play a big role by helping customers and keeping the line moving. As the owner, I take on the manager role, making sure everyone is doing their job, supporting each other, and staying productive. In the future, I plan to add sponsorships, more managers, and janitors as the business grows. Overall, each role matters because we all work as one team to give customers the best experience possible

Our Team

- Founder & Manager: Leads operations, plans growth, and ensures overall business success.
- Blender Team: Crafts smoothies, manages ingredients, and maintains equipment.
- Cashiers: Provide friendly customer service and handle orders swiftly.
- Janitors: Maintain a clean and safe environment for staff and customers.

Annual Salaries

- Founder & Manager: \$60,000
- Blender Team: \$30,000
- Cashiers: \$25,000
- Janitors: \$22,000

Future Plans

Our future plan is to add sponsorships, more managers, and janitors as the business grows. Overall, each role matters because we all work as one team to give customers the best experience possible.

Marketing and Sales

<p align="center">Social Media Marketing</p>	<p align="center">Gym & Community Partnerships</p>
<p>Jumbo Mumbo Smoothies will promote its brand on TikTok, Instagram, and Snapchat using short hype-style videos that show the “crazy pump” customers get after drinking our protein-packed smoothies.</p> <p>Before-and-after clips, workout content, and behind-the-scenes videos will build excitement and trust.</p>	<p>We will partner with local gyms, school sports teams, and fitness clubs to reach active customers directly. Posters, QR codes, and displays near weight rooms and entrances will keep our smoothies top-of-mind. Gym-member discounts and event sponsorships strengthen community connections.</p>
<p align="center">Seasonal Promotions</p>	<p align="center">Referral & Real-Results Strategy</p>
<p>On hot days, we’ll run “Cool Off Fast” deals to promote our smoothies as the best refreshing, high-protein option. During sports seasons, we’ll highlight blends designed for energy and recovery.</p> <p>Limited-time flavors and seasonal specials keep customers excited and returning.</p>	<p>We’ll encourage sharing through simple referral perks like “Bring a Friend for \$1 Off” or social-media challenges where customers tag us for a chance to win a free smoothie. Real transformation clips and testimonials help build trust and attract new customers.</p>

Financials

Smoothie Sales	Gym Partnerships
<p>Our primary source of income comes from selling our large, protein-packed smoothies directly to customers. Each smoothie is priced between \$12–\$15, which reflects the quality ingredients and the big, filling portions we offer. This is the heart of our business and where most of our revenue will come from.</p>	<p>We will also earn money by partnering with local gyms. Gyms can buy our smoothies in bulk or resell them to their members as a healthy post-workout option. This gives us another steady income source and helps us reach more people who are already focused on fitness.</p>

Financial Summary

The main source of revenue for Jumbo Mumbo Smoothies will come from selling our smoothies directly to customers in person, since that's what our whole brand is built around. Because our smoothies are big, protein-packed, and made for people who want to recover fast, we know customers will keep coming back after they feel how much better they perform. This steady flow of repeat buyers is what will keep our main revenue strong. As we grow, another big revenue stream will come from partnering with gyms that want to offer our smoothies to their members. Once people start talking about our drinks and they get popular, gyms will want to stock them or work with us so their members have something healthy right after a workout. This will bring in even more customers and help us expand our reach way beyond just walking-ins.

Appendices

Research and Evidence

<https://www.mordorintelligence.com/industry-reports/smoothies-market>

[Smoothie & Food Menu | Tropical Smoothie Cafe](#)

[Protein Smoothie Market Size, Growth, Forecast By 2035](#)

<https://gardeninthekitchen.com/20-healthy-high-protein-smoothies/>

[Jumbo Mumbo Smoothies Expenses](#)

Competitors Research

[Smoothie King | Rule The Day® at Smoothie King - Order Online](#)

[Welcome to Jamba | Jamba](#)

[Pressed Juicery® - Cold-Pressed Juices, Smoothies & Plant-Based Foods](#)

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