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Beach Bites: Churros & Ice Cream

Launch a mobile cart selling warm churros with toppings and refreshing ice cream. Target hungry beachgoers in South Carolina. This B2C model offers a direct way to serve customers with delightful treats.

In plain English

Set up a food cart to make and sell fresh churros and ice cream near popular South Carolina beaches. Your goal is to provide tasty, easy-to-grab snacks and desserts to people enjoying a day by the ocean. It's a hands-on business designed for quick customer engagement and revenue.

Key numbers

\$300-\$1,000 TO START	40+ HOURS / WEEK
3 in 14 days FIRST CUSTOMERS	~1-3 months BREAK-EVEN

Local competitors

8-20 similar businesses nearby (estimate)

The beach areas in South Carolina feature a range of food vendors, including established ice cream parlors, boardwalk concessions, and other mobile food trucks. While direct churro-specific competitors might be limited, there is strong competition for general dessert and snack options.

Local Ice Cream Parlors (e.g., independent shops, small chains)

nbplus.com/business/local-ice-cream-parlors-eg-independent-shops-small-chains-south-carolina

Strengths: Established customer base, fixed location with seating, wide variety of ice cream flavors, often strong local reputation.

Weaknesses: Less mobility, higher overhead costs, limited hot food options, often closed during off-peak seasons.

Boardwalk/Beach Concession Stands

nbplus.com/business/boardwalkbeach-concession-stands-south-carolina

Strengths: Prime beachfront locations, high volume of foot traffic, offers a wide range of quick snacks (hot dogs, fries, funnel cakes).

Weaknesses: Often lower quality ingredients, generic menu, limited specialty dessert focus, can be expensive for basic items.

Other Mobile Dessert/Snack Trucks

nbplus.com/business/other-mobile-dessertsnack-trucks-south-carolina

Strengths: Mobility allows them to follow events and crowds, potential for unique offerings (e.g., shaved ice, gourmet cookies).

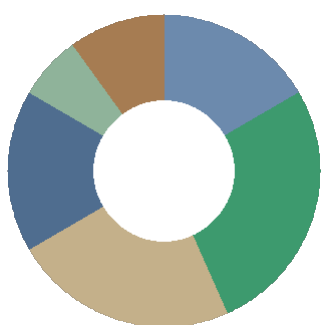
Weaknesses: Permit competition for prime spots, may not specialize in churros, less consistent presence at specific beach locations.

👤 Who it fits

Ideal for individuals passionate about food, comfortable with direct customer interaction, and seeking a local, B2C business. Perfect for those ready for full-time, hands-on work in a vibrant, fast-paced environment.

💰 Startup budget

\$5,000 – \$8,000



- **Used mobile food cart/trailer** — \$3,000 (0.1%)
- **Churro maker machine** — \$500 (16.7%)
- **Ice cream machine/freezer** — \$800 (26.6%)
- **Initial ingredients & supplies** — \$700 (23.3%)
- **Permits & licenses** — \$500 (16.7%)
- **POS system & cash drawer** — \$200 (6.7%)
- **Marketing materials (signage)** — \$300 (10%)

🔍 First demand check

Over 48–72 hours: Research local food cart permits and regulations. Visit 2-3 potential beach locations to assess foot traffic and competition. Talk to 5-10 beachgoers about their interest in churros and ice cream.

📍 Local reality check

South Carolina's beaches attract millions of tourists annually, providing a consistent flow of potential customers for 'Beach Bites'. The warm climate supports high demand for ice cream for a significant portion of the year, while warm churros offer

a unique, appealing treat. Local regulations for mobile food units vary by county and city, requiring diligent permit acquisition and adherence to health codes. The area experiences peak tourist seasons, which will be critical for maximizing revenue.

Milestones

- **Secure all necessary permits and licenses** — By day 10
- **Acquire and fully equip mobile food cart** — By day 7
- **Finalize menu and establish supplier contracts** — By day 8
- **Conduct soft launch and gather initial customer feedback** — By day 14

14-day plan

Day 1-3

- Research local permits (SC DHEC) & food safety regulations.
- Scout potential beach locations for high foot traffic and accessibility.
- Develop initial menu, pricing strategy, and unique selling propositions.

Day 4-7

- Purchase or lease a suitable mobile food cart/trailer.
- Acquire churro maker, ice cream machine, and essential kitchen equipment.
- Identify and establish relationships with reliable ingredient suppliers.

Day 8-11

- Submit all necessary permit applications and schedule health inspections.
- Set up the mobile cart, ensuring all equipment is functional and hygienic.
- Conduct recipe testing for churros and ice cream, refining flavors and processes.

Day 12-14

- Create marketing materials (signage, social media content) for launch.
- Train any staff on operations, sales, and customer service standards.
- Conduct a soft opening to gather feedback and make final operational adjustments.

Tools to use

Mobile food cart/trailer · Commercial churro machine · Ice cream maker/freezer · Square POS system · Instagram/Facebook for local marketing · South Carolina DHEC resources for permits

Week-one goal

Secure initial information on permits and identify 3-5 high-potential beach locations for operation.

Watch-outs

- Weather dependency: Sales can fluctuate significantly with bad weather. Fix: Offer catering services for local events or explore indoor pop-up opportunities during off-season.
- Permit delays: Bureaucratic processes can delay launch. Fix: Start permit applications well in advance and maintain proactive communication with authorities.

- Local competition: Other beach vendors may offer similar treats. Fix: Differentiate with unique churro toppings, premium ice cream flavors, and exceptional customer service.
- Equipment malfunction: Breakdowns can halt operations. Fix: Implement a regular maintenance schedule and have backup plans or immediate repair contacts for critical equipment.