



Description of Business

Sweet Rolls is one stop rolled ice cream parlor. Where you find flavors of your choice in any season. We provide new experience of rolled ice cream by maintain high standards of quality in a joyful environment. Our ice cream business is a new addition in the sweet industry in Lebanon with high aims to facilitate people with high quality sweet food experience with have marvelous health full ingredients. Due to the increasing needs, want and demand of forge in food experience we decided to launch our ice cream shop on a small scale.

Mission

"We provide rolled ice cream to customers of all ages in all seasons and marvelous flavors"

Vision

"To provide a space with lifetime experience and rich taste and be market leader"

Scoop of Business

We are providing healthy rolled ice cream to all ages in lots of flavors targeting lower, middle and upper classes. We are advertising through print ad campaign and social networks to capture large audience in lowest possible cost. We deal with our customers directly. With the extension of our business to may plan and implement changes in our rolled ice cream parlor.