Food Truck Business Plan

Provided by The SMB Guide

**A blue truck parked in front of a building

Description automatically generated**

Table of Contents

[Executive Summary 3](#_Toc16755957)

[Mission Statement 3](#_Toc16755958)

[Distinctives 3](#_Toc16755959)

[Investment Opportunities 3](#_Toc16755960)

[Business Description 3](#_Toc16755961)

[Legal Structure 3](#_Toc16755962)

[Location 3](#_Toc16755963)

[Launch 4](#_Toc16755964)

[Sources of Revenue 4](#_Toc16755965)

[Operations & Management 4](#_Toc16755966)

[Leadership 4](#_Toc16755967)

[Front of House Operations 4](#_Toc16755968)

[Marketing 5](#_Toc16755970)

[Food Style 5](#_Toc16755971)

[Target Market 5](#_Toc16755972)

[Promotional Outlets 5](#_Toc16755973)

[SWOT Analysis 5](#_Toc16755974)

[Competition 5](#_Toc16755975)

[Financials 6](#_Toc16755976)

[Startup Expenses 6](#_Toc16755977)

[Sources of Funding 6](#_Toc16755978)

[Financial Operations 6](#_Toc16755979)

[Revenue Projections 6](#_Toc16755980)

[Break Even Point 6](#_Toc16755981)

[Pro Forma Profit and Loss Statement 6](#_Toc16755982)

[Future Plans 6](#_Toc16755983)

# Executive Summary

[Name of business] is a new food truck that will be established in [city/town] by founder(s) [list of founders. We aim to provide quality [product served] to the community.

Initially, [name of business] will be supported by a personal investment from each of the founders and a business loan that will be used to secure a food truck and equipment.

## Mission Statement

“[Business name] exists to provide quality food made of only locally-sourced organic and free-range ingredients, supporting local agriculture and small businesses.”

## Distinctives

* Only locally-sourced ingredients are used.
* All ingredients are organic and free-range.
* All utensils and serving materials are 100% recyclable.

## Investment Opportunities

Although [business name] has enough capital to begin operating on a small scale, capital from private investors in the food truck will be needed to purchase additional equipment, purchase more trucks, and hire more employees. This will be achieved through a combination of loans and equity partnerships.

# Business Description

Legal Structure  
[Business name] has been established as a Limited Liability Company in the state of [State name]. [Name] is the attorney of record.

## Location

A location for [Business name] has been chosen based on our target market and legal availability outlined by the county clerk. We have chosen to park our truck in [area] because of the foot traffic, relative safety and demographic of the area.

## Launch

Pending finances, [business name] will tentatively open its doors to customers on/in [note specific date or month with year].

Sources of Revenue  
[Business name’s] primary source of revenue will be derived from selling food. We will also sell local craft beer.

# Operations & Management

## Leadership

**CEO/Owner** – [Name and brief bio]

**Head Cook** – [Name and brief bio]

Front of House Operations  
**Head Cook** – The Head Cook will prepare meals for customers and assist with creating and updating menus.

# Marketing

## Food Style

We will be making healthy alternatives to fast food dishes like burgers and fries by using organic and free-range ingredients.

## Target Market

## Promotional Outlets

* + 1. Social Media
    2. Collaborative Markets/Events
    3. Press/Media Coverage
    4. Loyalty Incentives (such as a discount after x number of purchases)
    5. Merchandise (such as clothing items with your logo)
    6. Local Ingredients

## SWOT Analysis

* + 1. Strengths
    2. Weaknesses
    3. Opportunities
    4. Threats
    5. Summary

|  |  |  |  |
| --- | --- | --- | --- |
| **Strengths** | **Weaknesses** | **Threats** | **Opportunities** |
|  |  |  |  |

# Competition

In the state of [state name], there are [number] food trucks. More specifically, within the local market of [city/town/municipality/county] we have identified [number] existing food trucks:

* [Food truck name] – Brief description.
* [Food truck name] – Brief description.
* [Food truck name] – Brief description.

# Financials

## Startup Expenses

## Sources of Funding

[Use our Sources and Uses spreadsheet to complete this section.](https://www.thesmbguide.com/statement-of-sources-and-uses-download-201908151.xlsx)

## Financial Operations

1. Parking Permit
2. Hours of Operation
3. Staffing
4. Professional Services
5. Cost of Meals Sold

## Revenue Projections

## Break Even Point

[Food truck name] will break even when it achieves sales of [$] per month.

Pro Forma Profit and Loss Statement

[Use our Pro Forma Profit and Loss spreadsheet to complete this section.](https://www.thesmbguide.com/pro-forma-profit-and-loss-statement-download-20190815.xlsx)

# Future Plans

You can use this section to describe any plans that you have for expansion once your food truck has covered all opening costs and is able to maintain a strong cash flow from one month to the next.

Future plans may include:

* Hiring more staff
* Adding more meals to your menu
* Expanding your number of trucks
* Purchasing more equipment to increase your production capacity