

SMALL BUSINESS PLAN SAMPLE

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DONNY'S FOOD TRUCK BUSINESS PLAN

PRESENTED TO
INDIVIDUAL OR COMPANY NAME

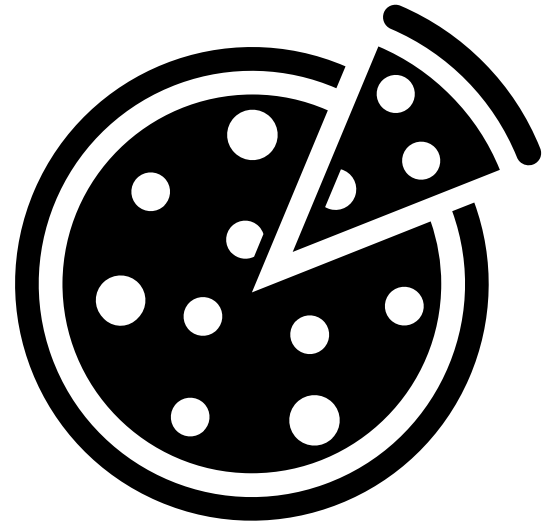
DATE PREPARED
00/00/0000

CONTACT

Contact Name
Contact Email Address
Phone Number

Street Address
City, State and Zip

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Note: Financial data and statements provided in this template serve only as a visual reference of what is included in a basic business plan and may not always reflect the information provided throughout the plan. Be sure to work with your finance department to ensure that the numbers in your plan are accurate.

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The purpose of this business plan is to secure \$50,000 in order to fund the purchase of marketing and staffing requirements for Donny's Food Truck in [Town/City, State]. Donny's Food Truck was founded by Chef Donny O'Neal and Sous Chef Miguel Sanchez in 2020. The investment will help the business launch and continue operations until the entity is self-sustainable.

Our Mission

Our mission is to provide quality, authentic food to our community in a convenient and affordable way in order to enhance the quality of our customers' lives.

Our Vision

Our vision is to enrich and comfort our customers and community.

Donny O'Neal and Miguel Sanchez have worked in the restaurant industry for the past 15 years. Together, they bring 30 years of experience, including culinary schooling, to the food truck. Through hard work, devotion to high-quality service, and a strong commitment to professionalism, O'Neal and Sanchez have acquired a reputation throughout [Town/City, State] for providing excellent service and delectable food offerings.

Our customers reside, shop, and work in [Town/City] and the surrounding areas within a 15-mile radius. Based on demand and traffic, our food truck will park in various locations throughout the week and adjust the schedule accordingly. We anticipate that 19-to-35-year-old patrons will account for 85% of our revenue.

Our menu will offer lower prices than those of our competitors. That excellent value will accompany high-quality service and food offerings. Our core menu will include fresh, made-to-order pizzas, hamburgers, French fries, and tacos. We will use a combination of locally sourced ingredients as well as ingredients we grow in our privately owned organic garden.

Donny's Food Truck will use a combination of marketing methods, including social media, flyers, coupons, and word of mouth. We also plan to partner with local vendors in order to get the word out about our business. For example, we plan to provide samples at Vino's Winery and Bob's Brewery in order to increase our primary customer base and generate awareness about our food truck.

We anticipate that we will reach a projected \$100,000 in annual sales by the end of the first 12 months. By the end of the third year, we plan to reach a projected \$212,000 in annual sales.

To achieve our objectives, Donny's Food Truck is seeking funding through investments and loan financing. We will pay back the loan (at an interest rate of 5%) within three years.

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Company Background

After working in the food service industry for a combined 30 years, O'Neal and Sanchez decided they were ready to take on a new venture: providing quality food service to broader segments of the community. Building on their expertise, they purchased a food truck in 2018 and hosted private parties to gain experience and valuable feedback from smaller groups of customers. After two years of small-scale experience, O'Neal and Sanchez are ready to expand and serve the community at large.

Upon starting operations, Donny's Food Truck will offer a wide range of food options. We will provide high-quality food and outstanding customer service. What will distinguish Donny's Food Truck from the competition? Our commitment to providing our food and services in multiple locations for the convenience of our customers.

Management Team

Donny O'Neal, Co-Founder and Owner

Donny O'Neal is the Co-Founder and Head Chef at Donny's Food Truck. In 2005, Donny received a Master of Arts degree in Culinary Arts from Gastronomy University. He is currently the Head Chef at Fancy-Foodie Restaurant in [Town/City, State]. Donny has a desire to connect with his customers out in the community; Donny's Food Truck will give him the opportunity to do so.

Miguel Sanchez, Co-Founder and Owner

Miguel Sanchez is the Co-Founder and Sous Chef at Donny's Food Truck. In 2005, alongside Donny, Miguel received a Master of Arts degree in Culinary Arts from Gastronomy University. Over the course of 15 years in [Town/City, State], he has worked for three five-star restaurants. He is excited to bring his expertise to Donny's Food Truck.

Required Funds

We will use the start-up capital we obtain through investments and loans for equipment, kitchen supplies, food purchases, and associated permits and licensing.

Equipment will cost approximately \$30,000. We estimate the remaining costs to be approximately \$20,000. At the starting date, Donny and Miguel together will also invest \$10,150 in order to have cash on hand.

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Offerings

Donny's Food Truck will offer a wide range of food options, including the following items:

- Burgers
 - Hamburgers
 - Cheeseburgers
 - Veggie burgers

- Pizza
 - Pepperoni
 - Cheese
 - Hawaiian
 - Supreme

- Tacos
- Tortilla chips
- French fries
- Beverages
 - Coke products
 - Lemonade
 - Bottled water

Sourcing

Donny's Food Truck plans to source its ingredients from local farmers markets and small businesses in the [Town/City] area. We will also use ingredients from Miguel's private, organic garden, where he grows vegetables and herbs. We guarantee that our food will contain the highest quality of ingredients. Using the freshest and best ingredients, we will provide our customers with delicious food.

We plan to establish and foster positive working relationships and partnerships with local vendors to make sure that we meet our inventory needs in a cost-efficient manner.

Donny and Miguel have gained invaluable experience from operating a food truck at multiple private parties during the past two years. This experience, combined with market research, will ensure that we accurately project the necessary amount of food provisions from week to week.

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Market and Industry Overview

Food trucks have been prevalent in the food industry since the mid-1900s, and their popularity continues to increase with time. There are currently over 30,000 food trucks operating nationwide, and industry experts expect that number to increase by 20% over the next three years. Moreover, experts predict that the food truck component of the food industry will be worth \$2.2 billion within the next five years.

At this time, there are 30 food trucks operating in [Town/City] and the surrounding areas. These food trucks offer limited food choices at inflated prices. They also keep limited business hours.

Our market research reveals that consumers in [Town/City] want more affordable food options, larger portion sizes, a wider variety of food offerings, and more flexible business hours all at a single establishment. Being able to satisfy those needs in the market will help differentiate us from the competition.

Target Market

Our target buyers reside, shop, and work in [Town/City] and the surrounding areas within a 15-mile radius. Based on demand and traffic, our food truck will park in various locations throughout the week and adjust the schedule accordingly. We anticipate that 19-to-35-year-old patrons will account for 85% of our revenue.

In a survey conducted and distributed to local food vendors, we found that a local person who goes out to eat spends roughly \$400 a month. Of that amount, this patron spends approximately \$120 at food trucks.

As mentioned, we anticipate that 19-to-35-year-old patrons will account for 85% of our revenue. This demographic will consist of business professionals who earn an income ranging from \$30,000 to \$95,000. We estimate that our food truck's monthly income for the first year will be approximately \$8,333.

Competition

Currently, there are local food trucks that offer similar menus. However, these competitors sell smaller portion sizes at higher prices. Here are our direct competitors in [Town/City]:

- Pete's Pizza, specializing in pizza
- Terrific Tacos, specializing in tacos
- Howie's Hamburgers, specializing in hamburgers

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Marketing Strategy

Our marketing strategy is to leverage relationships with local food vendors in order to grow our initial customer base. We plan to partner with local wineries and breweries and plan to attend public events in order to offer samples and promotional discounts. Additionally, we will expand our customer base via referrals and word of mouth from our existing customers.

Donny's Food Truck also plans to reach new and existing customers through social media and flyers. We will offer lower prices than those of our direct competitors. We will also provide larger portions while maintaining profitability. Furthermore, we will be able to maintain these lower prices by sourcing ingredients from our privately owned garden and fostering our existing relationships with local farmers markets.

Positioning

For [Town/City]-based business professionals between the ages of 19 and 35, Donny's Food Truck is the customer's first choice. At Donny's Food Truck, customers can purchase a meal that we source from high-quality ingredients and serve in a large portion at a low price. For professional colleagues on a lunch break, Donny's Food Truck presents a highly appealing choice: a one-stop, quick option offering a larger menu.

Promotion

Our partnerships with Vino's Winery and Bob's Brewery enable us to leverage the customer base of those establishments in order to grow ours. We plan to offer samples, discounts, and coupons to customers who purchase drinks at those businesses.

To get the word out about our business, we will hand out and hang up flyers in high-traffic areas during the first few months of operation. We will also utilize traditional social media platforms to hold contests and advertise promotional events.

Distribution

Currently, the distribution point is our sole food truck, which we will park at various locations to meet demand. During the work week, we will station the food truck in the business district. On the weekend, we will park at Vino's Winery or Bob's Brewery. If demand outpaces supply, we plan to open a second food truck.

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Personnel Plan

At this time, the personnel plan calls for a minimum of one cook and one assistant who will greet customers, take orders, and assist the chef. Currently, Donny O'Neal operates as the head chef (or cook), while Miguel Sanchez takes orders and payment and assists Donny O'Neal when necessary.

In the first year, we are operating under the assumption that there will only be two workers in the food truck to execute and manage operations. As demand increases, we will purchase another food truck and hire an additional assistant to support the head chef.

Table: Personnel Plan

PERSONNEL	Year 1	Year 2	Year 3
Head Chef 1	\$XX,500	\$XX,000	\$XX,000
Chef/Assistant 1	\$XX,500	\$XX,500	\$XX,000
Head Chef 2		\$XX,000	\$XX,000
Chef/Assistant 2		\$XX,500	\$XX,000
TOTAL PAYROLL	\$XX,000	\$XX0,000	\$XX0,000

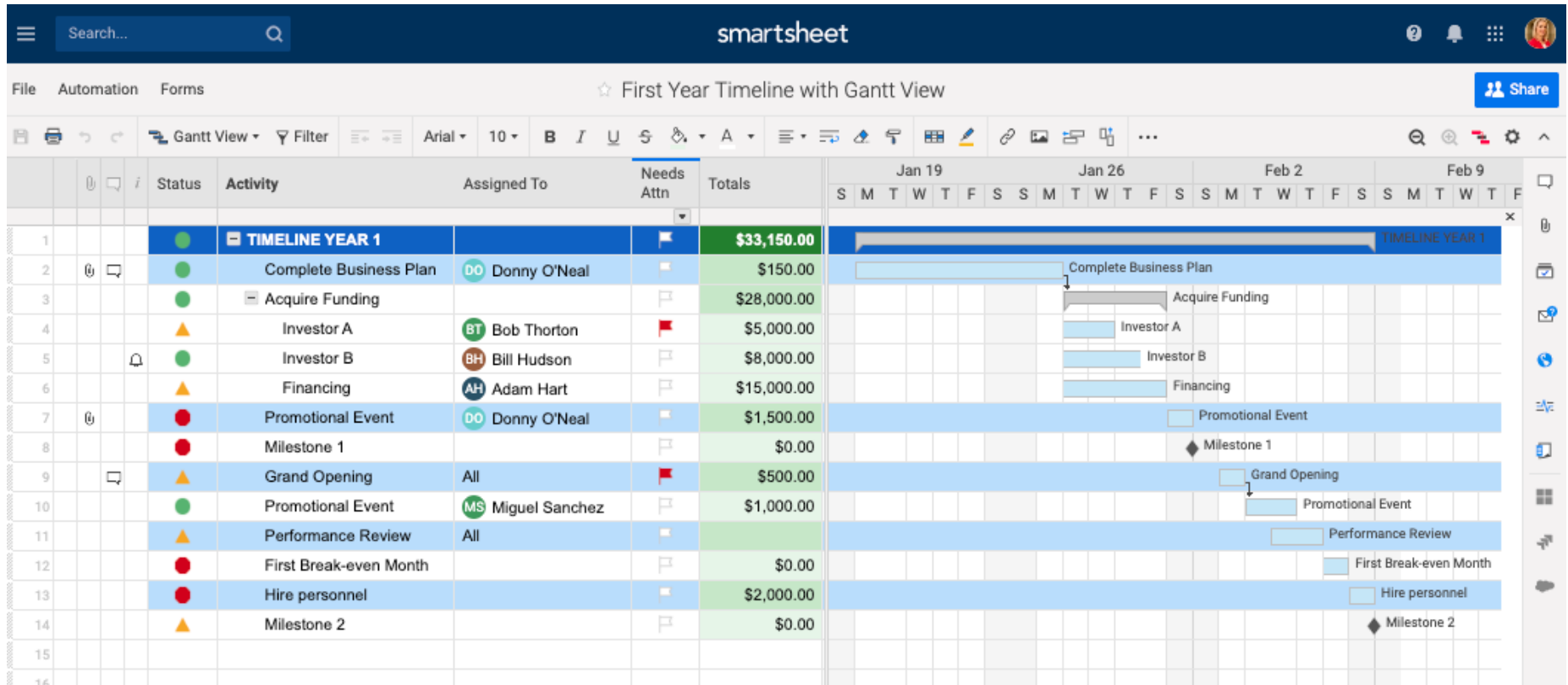
SWOT Analysis

- **Strengths**
 - Location
 - Easy access
 - Fast service
 - Large portions
 - Wide variety of offerings
 - High quality
 - Fresh ingredients
- **Weaknesses**
 - No dedicated seating area
 - Lack of brand recognition
 - Colder weather during the winter months
- **Opportunities**
 - Position the truck in a high-traffic area for business professionals.
 - Partner with local vendors who offer products that complement ours.
 - Leverage existing relationships with local farmers markets.
- **Threats**
 - Other food trucks are adopting our business model.
 - New food trucks are entering the market and increasing competition.

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Timeline

The timeline below shows the specific activities that are scheduled to take place during the first year, including task ownership, status, milestones, and budgeting totals. Throughout the year, we will keep track of the plan's progress and report on the timely completion of each activity and milestone.



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FINANCIAL PLAN

Key Assumptions

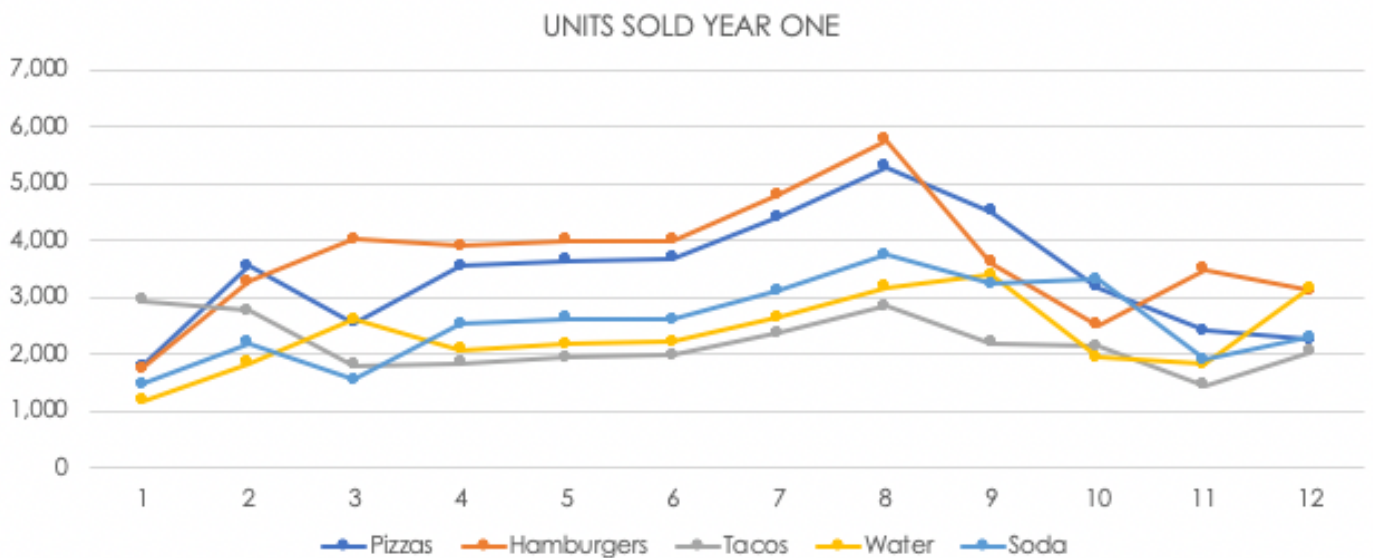
Revenues will increase at an annual rate of roughly 30%. Due to a historical upsurge during July and August (because of warmer weather and higher foot traffic), sales will increase 20% during those months. We expect this increase to remain continual throughout the following year, as we anticipate a stream of new customers to the food truck.

To show a worst-case scenario, we've deliberately calculated sales projections using unusually low numbers.

Sales Forecast

In our sales forecast, We expect the highest performance during the months of July and August, because of warmer weather and higher foot traffic.

Graph: Sales Forecast



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Table: Sales Forecast

	OPERATING DAYS		
	350		
CUSTOMERS	YEAR 1	YEAR 2	YEAR 3
EST. FOOTFALL PASSING STORE / DAY	5,000	5,150	5,300
% of FOOTFALL ENTERING STORE	1.70%	1.80%	2.50%
TOTAL CUSTOMERS PER DAY	85	93	133
SALES			
% of CUSTOMERS WHO PURCHASE	25.00%	26.00%	27.00%
TOTAL NUMBER OF SALES PER DAY	21	24	36
REVENUE			
AVERAGE SALE VALUE	\$ 10.00	\$ 11.50	\$ 10.00
REVENUE PER DAY	\$ 212.50	\$ 277.17	\$ 357.75
REVENUE PER YEAR TOTAL	\$ 74,375.00	\$ 97,010.55	\$ 125,212.50
OTHER REVENUE			
OTHER SOURCE 1	\$ 150.00	\$ 150.00	\$ 150.00
OTHER SOURCE 2	\$ -	\$ -	\$ -
OTHER SOURCE 3	\$ -	\$ -	\$ -
OTHER SOURCE 4	\$ -	\$ -	\$ -
OTHER SOURCE 5	\$ -	\$ -	\$ -
OTHER REVENUE TOTAL	\$ 150.00	\$ 150.00	\$ 150.00
TOTAL REVENUE	\$ 74,525.00	\$ 97,160.55	\$ 125,362.50

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Budget Overview

Table: Budget Overview

	YEAR 1 BUDGET	YEAR 2 BUDGET	% Change
Total Income	\$ 59,625.00	\$ 77,728.00	30%
Total Expenses	\$ 49,000.00	\$ 53,700.00	10%
NET Income	\$ 10,625.00	\$ 24,028.00	126%

INCOME			
Salary/Wages	\$ 25,000.00	\$ 30,000.00	20%
Interest Income	\$ 500.00	\$ 800.00	60%
Dividends	\$ 625.00	\$ 715.00	14%
Refunds/Reimbursements	\$ 6,000.00	\$ 8,000.00	33%
Business	\$ 18,000.00	\$ 25,250.00	40%
Pension	\$ 500.00	\$ 800.00	60%
Misc.	\$ 9,000.00	\$ 12,163.00	35%
TOTAL	\$ 59,625.00	\$ 77,728.00	30%

EXPENSES			
General & Admin			
Wages & Salaries	\$ 30,000.00	\$ 32,000.00	7%
Outside Services			
Supplies	\$ 600.00	\$ 850.00	42%
Meals & Entertainment			
Rent			
Telephone	\$ 500.00	\$ 600.00	20%
Utilities			
Depreciation			
Insurance	\$ 10,000.00	\$ 11,000.00	10%
Repairs/Maintenance	\$ 4,000.00	\$ 4,500.00	13%
Maintenance/Improvements			
Other			
	\$ 45,100.00	\$ 48,950.00	9%
SALES & MARKETING			
Advertising	\$ 2,000.00	\$ 2,500.00	25%
Direct Marketing			
Print Advertising			
Events/Tradeshows/Sponsorships	\$ 700.00	\$ 900.00	29%
Marketing Collateral	\$ 700.00	\$ 800.00	14%
Prospects Lists			
Other			
	\$ 3,400.00	\$ 4,200.00	24%
OTHER			
Other	\$ 500.00	\$ 550.00	10%
Other			
Other			
	\$ 500.00	\$ 550.00	10%
TOTAL	\$ 49,000.00	\$ 53,700.00	10%

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FINANCIAL STATEMENTS

Profit & Loss

Table: Profit & Loss

TIME PERIOD COVERED		NET INCOME	
Year 1		equals (sales minus CoGS) minus total expenses	
		\$	10,625.00

REVENUE	
SALES	
Pizza	\$ 40,841.00
Tacos	\$ 26,288.00
Hamburgers	\$ 44,241.00
Water	\$ 28,236.00
Soda	\$ 30,627.00
Other Income	\$ -
Other Income	\$ -
Other Income	\$ -
TOTAL SALES	\$ 170,233.00

EXPENSES	
LABOR EXPENSE	
Salary	\$ 30,000.00
Hourly	\$ -
Benefits	\$ -
Other	\$ -
TOTAL LABOR EXPENSE	\$ 30,000.00

OTHER EXPENSE	
Direct Operating Expenses	\$ -
Marketing	\$ 3,400.00
Telephone	\$ 500.00
Repairs	\$ 4,000.00
Insurance	\$ 10,000.00
Maintenance	\$ -
Supplies	\$ 600.00
Equipment Lease	\$ -
Overhead	\$ -
Depreciation & Amortization	\$ -
Interest Expense	\$ -
Other Expense	\$ 500.00
TOTAL OTHER EXPENSE	\$ 19,000.00

COST OF GOODS SOLD	
Beef	\$ 25,000.00
Tortillas	\$ 15,015.00
Buns	\$ 7,103.00
Cheese	\$ 12,000.00
French fries	\$ 11,000.00
Lettuce	\$ 14,995.00
Tomatoes	\$ 10,495.00
Other goods	\$ 15,000.00
TOTAL CoGS	\$ 110,608.00

GROSS PROFIT Sales minus CoGS	\$ 59,625.00
TOTAL EXPENSES	\$ 49,000.00

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Balance Sheet

Table: Balance Sheet

ASSETS	YEAR 1	YEAR 2
CURRENT ASSETS		
Cash	\$ 10,152.00	\$ 13,633.00
Accounts Receivable	\$ 7,656.00	\$ 9,322.00
Inventory	\$ 10,000.00	\$ 12,000.00
Prepaid Expenses	\$ -	\$ -
Short-Term Investments	\$ -	\$ -
TOTAL CURRENT ASSETS	\$ 27,808.00	\$ 34,955.00
FIXED (LONG TERM) ASSETS		
Long-Term Investments	\$ -	\$ -
Property / Equipment	\$ 70,000.00	\$ 72,000.00
(Less Accumulated Depreciation) <i>insert negative amount</i>	\$ 26,000.00	\$ 28,000.00
Intangible Assets	\$ -	\$ -
TOTAL FIXED ASSETS	\$ 96,000.00	\$ 100,000.00
OTHER ASSETS		
Deferred Income Tax	\$ -	\$ -
Other	\$ -	\$ -
TOTAL OTHER ASSETS	\$ -	\$ -
TOTAL ASSETS	\$ 123,808.00	\$ 134,955.00

LIABILITIES AND OWNER'S EQUITY	YEAR 1	YEAR 2
CURRENT LIABILITIES		
Accounts Payable	\$ 3,500.00	\$ 3,650.00
Short-Term Loans	\$ 50,000.00	\$ 30,000.00
Income Taxes Payable	\$ -	\$ -
Accrued Salaries and Wages	\$ -	\$ 12,000.00
Unearned Revenue	\$ 308.00	\$ 500.00
Current Portion of Long-Term Debt	\$ -	\$ -
TOTAL CURRENT LIABILITIES	\$ 53,808.00	\$ 46,150.00
LONG TERM LIABILITIES		
Long-Term Debt	\$ 20,000.00	\$ 22,000.00
Deferred Income Tax	\$ -	\$ 1,805.00
Other	\$ -	\$ -
TOTAL LONG-TERM LIABILITIES	\$ 20,000.00	\$ 23,805.00
OWNER'S EQUITY		
Owner's Investment	\$ 50,000.00	\$ 65,000.00
Retained Earnings	\$ -	\$ -
Other	\$ -	\$ -
TOTAL OWNER'S EQUITY	\$ 50,000.00	\$ 65,000.00
TOTAL LIABILITIES AND OWNER'S EQUITY	\$ 123,808.00	\$ 134,955.00

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Cash Flow

Table: Cash Flow

TIME PERIOD COVERED	CASH FLOW TYPE		
	PESSIMISTIC	EXPECTED	OPTIMISTIC
Year 1			
BEGINNING BALANCE CASH ON HAND	\$ 10,152.00	\$ 15,000.00	\$ 19,500.00
(+) CASH RECEIPTS			
CASH SALES	\$ 170,233.00	\$ 180,000.00	\$ 195,000.00
CUSTOMER ACCOUNT COLLECTIONS	\$ -	\$ -	\$ -
LOAN / CASH INJECTION	\$ -	\$ -	\$ -
INTEREST INCOME	\$ -	\$ -	\$ -
TAX REFUND	\$ -	\$ -	\$ -
OTHER CASH RECEIPTS	\$ -	\$ -	\$ -
OTHER	\$ 5,000.00	\$ 8,000.00	\$ 12,000.00
TOTAL CASH RECEIPTS	\$ 175,233.00	\$ 188,000.00	\$ 207,000.00
(-) CASH PAYMENTS			
(-) COST OF GOODS SOLD			
PAYROLL TAXES / BENEFITS - DIRECT	\$ 65,000.00	\$ 60,000.00	\$ 55,000.00
SALARIES - DIRECT	\$ 40,000.00	\$ 50,000.00	\$ 60,000.00
SUPPLIES	\$ 8,000.00	\$ 6,000.00	\$ 4,000.00
OTHER	\$ -	\$ -	\$ -
TOTAL COST OF GOODS SOLD	\$ 113,000.00	\$ 116,000.00	\$ 119,000.00
(-) OPERATING EXPENSES			
ACCOUNT FEES	\$ 8,000.00	\$ 7,000.00	\$ 6,000.00
ADVERTISING	\$ 9,000.00	\$ 8,000.00	\$ 7,500.00
BANK FEES	\$ -	\$ -	\$ -
CONTINUING EDUCATION	\$ -	\$ -	\$ -
DUES / SUBSCRIPTIONS	\$ -	\$ -	\$ -
INSURANCE	\$ -	\$ -	\$ -
OTHER	\$ -	\$ -	\$ -
TOTAL OPERATING EXPENSES	\$ 17,000.00	\$ 15,000.00	\$ 13,500.00
TOTAL CASH PAYMENTS	\$ 130,000.00	\$ 131,000.00	\$ 132,500.00
NET CASH CHANGE (CASH RECEIPTS – CASH PAYMENTS)	\$ 45,233.00	\$ 57,000.00	\$ 74,500.00
END-OF-PERIOD CASH POSITION (CASH ON HAND + CASH RECEIPTS – CASH PAYMENTS)	\$ 55,385.00	\$ 72,000.00	\$ 94,000.00

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APPENDIX

This section is where you will place any additional factual information or documentation to support the points you've made in your plan. Below are some common items to include in the appendix section of your business plan:

- Licenses and permits
- Competitor information
- Professional business references
- Credit reports
- Images or illustrations of products you've mentioned in the plan
- Marketing reports
- Charts and graphs
- Spreadsheets

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