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**Rolling Flavors   
Food Truck**

Business Plan

Date Prepared: 10/10/20XX

Everett Crosse, Owner/Operator

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**www.rollingflavors.com | @rollingflavors**

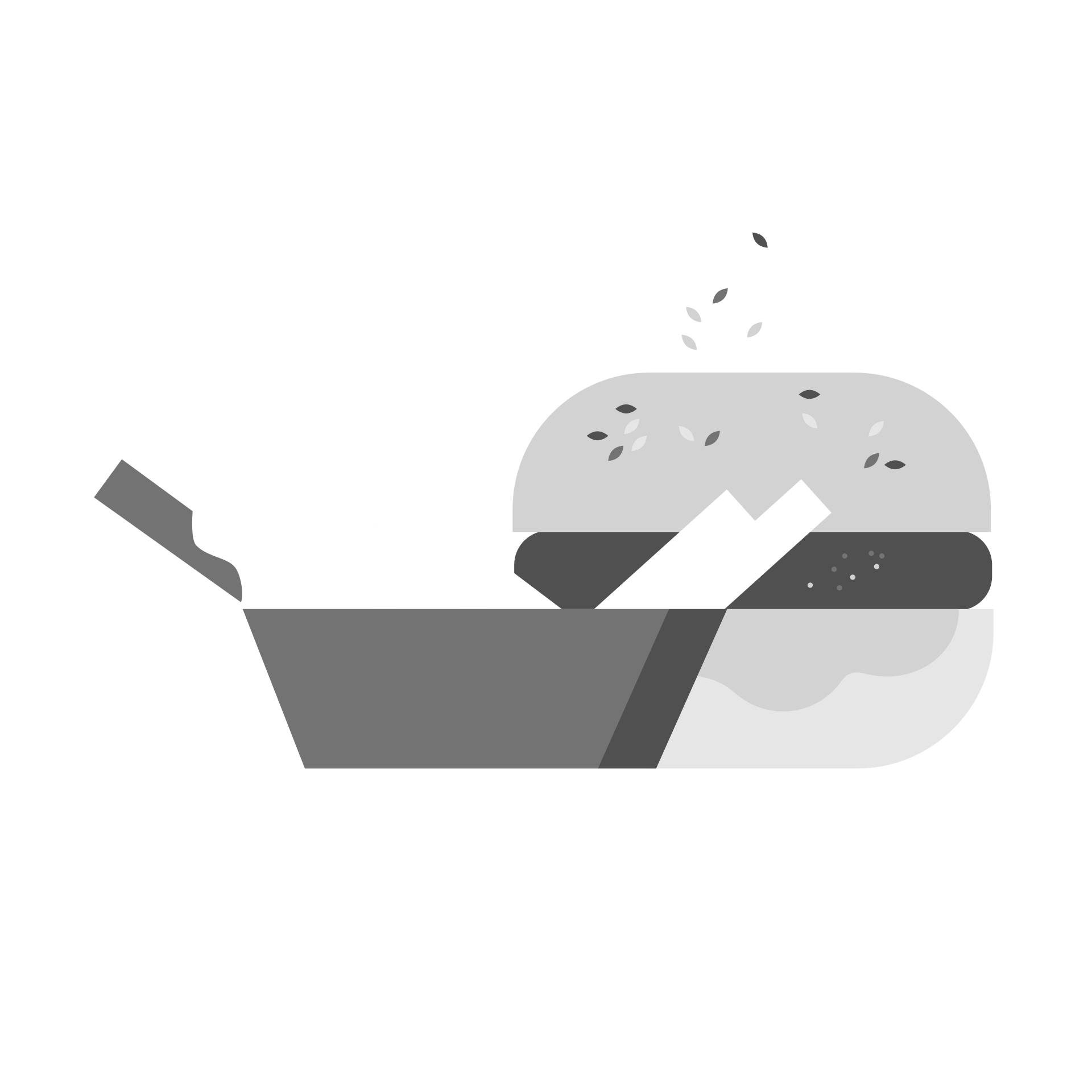


Table Of Contents

[Executive Summary 3](#_Toc186906021)

[Market Analysis 4](#_Toc186906022)

[Target Market 4](#_Toc186906023)

[Location Analysis 4](#_Toc186906024)

[Competition Analysis 4](#_Toc186906025)

[Menu and Product Line 5](#_Toc186906026)

[Marketing Plan And Sales Strategy 6](#_Toc186906027)

[Operations Plan 6](#_Toc186906028)

[Health and Safety Compliance 7](#_Toc186906029)

[Management Structure 7](#_Toc186906030)

[Financial Plan 8](#_Toc186906031)

[Startup Costs and Funding Needs 8](#_Toc186906032)

[Revenue Forecasts (If Applicable for Multiple Trucks) 8](#_Toc186906033)

[Implementation Timeline 8](#_Toc186906034)

[Supporting Documents 9](#_Toc186906035)

# Executive Summary

Rolling Flavors Food Truck brings gourmet street food to Metro, offering a fusion of international flavors prepared fresh on the go. The truck specializes in high-quality, locally sourced ingredients and serves bustling office districts and community events. Launching in March 20XX, the goal is to generate $150,000 in revenue during the first year by building a loyal following through targeted outreach and consistent quality.

Food Truck Company Overview

Rolling Flavors Food Truck delivers globally inspired street food that combines creativity and convenience. The truck will feature a vibrant, branded exterior that stands out in any location, while the interior is equipped with top-tier cooking equipment to ensure efficiency. Everett Crosse, an experienced chef and entrepreneur, will lead operations committed to innovation and exceptional customer service.

# Market Analysis

## Target Market

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| The food truck targets busy professionals, event attendees, and food enthusiasts aged 18–45. Metro’s thriving downtown area and regular event calendar provide weekly access to over 30,000 potential customers. |

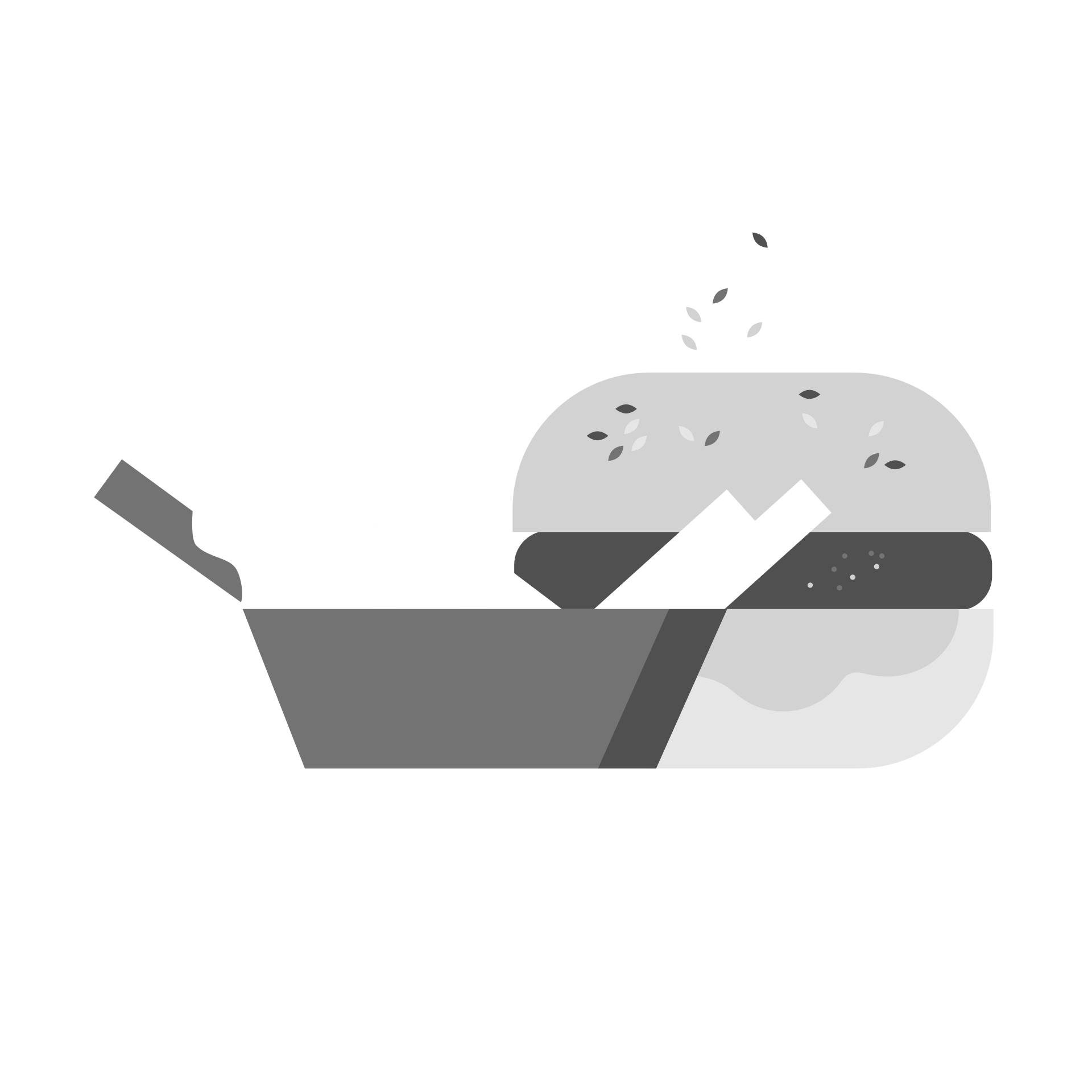
## Location Analysis

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| Primary service areas include high-foot-traffic office parks, weekend farmers’ markets, and community events. These locations attract steady crowds and align with the truck’s target demographic. |

## Competition Analysis

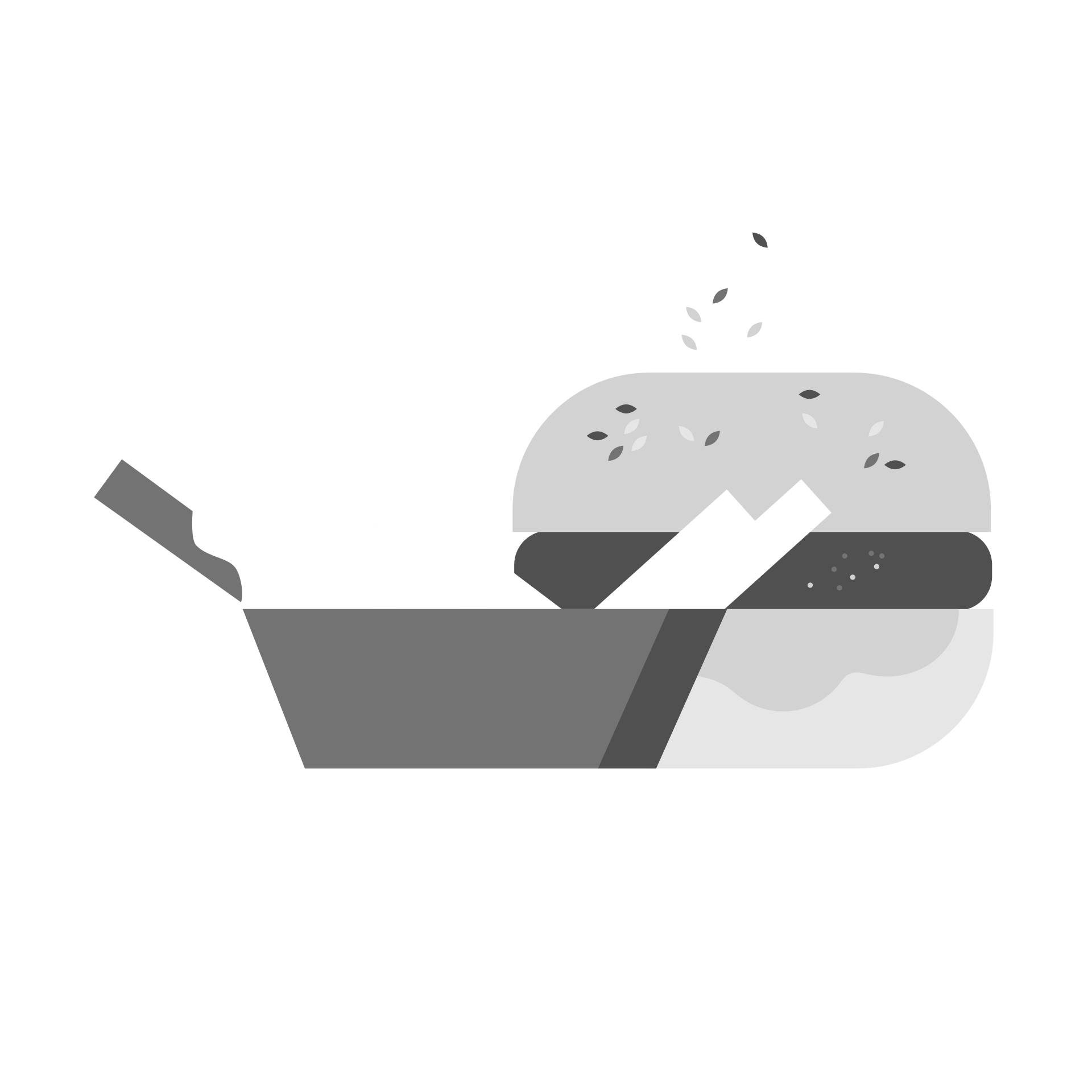
|  |
| --- |
| Direct competitors include existing food trucks and fast-casual restaurants in Metro. Rolling Flavors differentiates itself through unique menu offerings, such as its signature “world wraps” and a robust social media presence informing customers about its location. |

# Menu and Product Line

The menu includes globally-inspired wraps, bowls, and street snacks, priced between $8 and $15. Signature dishes, such as the “Mediterranean mezze wrap” and the “Asian Fusion Bowl” balance affordability with gourmet appeal.

Offerings and Pricing

Mobile-Specific Food and Beverage Options

All menu items are designed for portability, ensuring ease of consumption for customers on the go. The beverage menu features handcrafted sodas and cold-brew coffee options.

# Marketing Plan and Sales Strategy

**Local Outreach and Mobile Marketing Strategies:** Rolling Flavors will leverage social media platforms and geolocation tools to attract customers to its rotating locations. Local partnerships with event organizers and breweries will expand reach, while a loyalty program encourages repeat visits. Grand opening promotions, including free samples and discounted meals, will generate buzz and initial traffic.

# Operations Plan

|  |  |  |
| --- | --- | --- |
| Vehicle Setup and Maintenance | Route Planning and Scheduling | Staff Training for Mobile Operations |
| The food truck is a custom-built, fully-equipped vehicle for high-volume food production. Weekly maintenance checks will ensure smooth operations and compliance with safety standards. | Routes will prioritize locations with high visibility and foot traffic, with a flexible schedule tailored to customer demand. An online reservation system manages event bookings. | A team of four staff members, including one additional chef and two servers, will complete a two-week intensive training program focused on food preparation, customer service, and mobile-specific workflows. |

## Health and Safety Compliance

Rolling Flavors will adhere to all local health department regulations, including food storage, preparation, and sanitation practices. Staff training prioritizes safe handling and emergency procedures.

# Management Structure

Rolling Flavors Food Truck operates under a clear leadership structure to support culinary innovation and operational efficiency.

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**Name. Title**

Experience

**Diana Kennedy, Operations Manager**

8 years in food service logistics, focusing on mobile food operations and scheduling

**Everette Crosse, Owner/Operator**

12 years as a chef specializing in global cuisine and event catering

# Financial Plan

## Startup Costs and Funding Needs

|  |
| --- |
| Startup costs total $100,000, including the purchase and outfitting of the truck, marketing expenses, and initial inventory. Funding occurs through personal savings and a $60,000 small business loan. |

## Revenue Forecasts (If Applicable for Multiple Trucks)

|  |
| --- |
| Projected revenue for Year 1 is $150,000, with a profit margin of 25%. Expansion to a second truck is planned for Year 3, targeting additional Metro neighborhoods. |

# Implementation Timeline

Phase 4

**Month 5**

**Execute official launch and get participation for community events**

Phase 3

**Month 4**

**Conduct soft opening and trial runs**

Phase 2

**Month 3**

**Hire and train staff, launch a marketing campaign**

Phase 1

**Months 1–2**

**Finalize truck design, secure funding, begin equipment installation**

# Supporting Documents

* Vehicle Title and Inspection Reports: To verify ownership and compliance with safety standards
* Food Truck Permit: To ensure legal authorization to operate within city limits
* Vendor Contracts: To guarantee consistent ingredient supply
* Staff Training Manuals: To outline workflows and safety protocols
* Marketing Campaign Materials: To show the presence of promotional strategies

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