

# Food Truck Business Plan

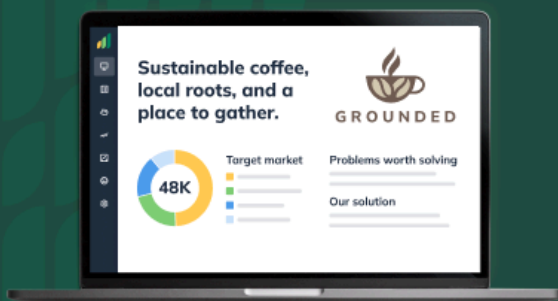
## How to Use This Template

Edit this Google Doc version directly to fit your needs. **This copy is yours.**

This template is a simplified sample plan. It's a good way to get started, but as you know, every business is unique, and your business plan should reflect that. Use this sample plan as the starting point to [write your business plan](#) and customize it to reflect your unique business.

## What makes this sample plan unique?

- **Pro tips (noted in green)** are based on our experience helping over a million business owners write their business plans. Consider these tips as you create your own plan.
- Writing your business plan is just one step in achieving your broader business goal. At the end of this sample plan, you'll find **next steps to help you achieve your goal faster**.
- Because you downloaded this sample business plan—you get access to an [exclusive offer for 50% off your first month of LivePlan](#), the #1 rated business plan builder, which can be found throughout this template.



## Turn your coffee shop into a funded business with LivePlan

- Automatic financials - no spreadsheet headaches
- AI helps you write like a pro
- Real coffee shop industry data & benchmarks
- Expert support when you're stuck

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**Confidential**

**Your company name here**

Your tagline here

## **Business Plan**

Prepared [date]

### **Contact Information**

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# Value Proposition

★ **Pro tip:** Stuck staring at a blank page? Overcome writer's block with [LivePlan Assistant's Help Me Write feature](#). Simply input your ideas (or start from scratch) and let AI help transform them into professional business plan content that you can then customize to match your vision.

Street Eats Food Truck offers high-quality, diverse, and affordable meals on-the-go. We blend creativity with culinary tradition, bringing global flavors directly to local communities, events, and private functions.

## Problem

People on the go often lack access to diverse, quality meals at affordable prices. Many food options in densely populated areas are either fast food or expensive sit-down restaurants.

## Solution

Street Eats Food Truck provides a solution by offering quality, flavorful, and affordably-priced meals directly to consumers in various locations. Our dynamic menu keeps customers interested and promotes a fun dining experience.

## Target Market

★ **Pro tip:** Access professional market research for less with [LivePlan's built-in industry benchmarks and financial data](#).

Our primary target market includes busy professionals, students, and families looking for a quick and unique dining option. The secondary target market includes event organizers looking for catering services for festivals, private functions, and corporate events.

## Competitors & Differentiation

### Current Alternatives

- Other food trucks
- Fast food restaurants
- Casual dining restaurants

## Why Us?

Street Eats Food Truck stands out with its creative, globally-inspired menu, focus on quality ingredients, and commitment to customer service. We also leverage location flexibility, serving customers at numerous hotspot locations, events, and festivals.

## Funding Needs

★ **Pro tip:** When preparing for investor meetings, review industry-specific funding questions to anticipate and prepare for the unique concerns lenders might raise about your sector.

The estimated startup cost for the food truck, including the truck, kitchen equipment, initial food supply, permits, insurance, and marketing, is approximately \$100,000.

## Sales Channels

★ **Pro tip:** Not sure what marketing and sales channels you should use? [LivePlan Assistant](#) will provide multiple recommendations specific to your business.

- Street Eats Food Truck (various locations)
- Catering for private events and festivals
- Online orders for pick-up via the business's website
- Partnerships with local businesses and events

## Marketing Activities

- Social Media Campaigns
- Local SEO and Online Advertising
- Participation in Local Food Festivals and Events
- Collaborations with Local Businesses for pop-up events

## Financial Projections

★ **Pro tip:** Not a numbers person? No problem. While you can certainly crunch these numbers yourself in spreadsheets, LivePlan makes calculating these numbers much easier with [automatic financials, charts, and graphs](#). You won't have to worry about making sure you have the right formulas or that your financials are accurate.

Revenue

Year	Revenue
2023	\$150,000
2024	\$175,000
2025	\$200,000

Expenses/Costs

Year	Expenses/Costs
2023	\$110,000
2024	\$120,000
2025	\$130,000

Profit

Year	Profit
2023	\$40,000
2024	\$55,000
2025	\$70,000



What kind of business is this?

A specialty pizza restaurant focusing on fermented sourdough crust and unique toppings in a fast-casual setting.

Generate Draft

Stop staring at a blank page

LivePlan turns the details of your business into specific plan sections with AI-Powered Help Me Write.

Beat Writers Block - 50% Off

# Milestones

★ **Pro tip:** Not sure what milestones to track? Our [video guide](#) shows you which ones matter most.

- Obtain necessary permits and licenses
- Purchase and outfit the food truck
- July 1, 2023
- August 1, 2023
- Launch website and social media accounts
- September 1, 2023
- Open for business
- October 1, 2023
- Cater first private event November 1, 2023
- Participate in a local food festival May 1, 2024

## Team and Key Roles

### **Owner/Operator**

Responsible for daily operations, menu creation, customer service, and event coordination.

### **Chef/Cook**

Prepares the food, ensures quality control, maintains cleanliness and food safety standards.

### **Part-time Staff**

Assists during peak hours and large events, helps with food preparation, customer service, and cleanup.

## Partnerships & Resources

The purpose of these partnerships is to increase visibility, reach more customers, and create a thriving food truck business.

### **Local Suppliers**

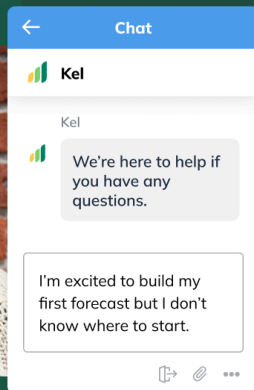
Partnerships with local food suppliers ensure fresh and quality ingredients, support local economy, and can potentially attract customers interested in locally-sourced food.

## Event Organizers

Collaborations with local event organizers can provide access to large audiences at festivals, concerts, and private functions.

## Local Businesses

Partnering with local businesses for pop-up events can attract their customers and provide mutual benefits.



## Get Expert Help When You Need It Most

Get instant answers from LivePlan experts via live chat, or browse our library of expert articles and videos anytime.

**Build Your Plan with Expert Help - 50% Off**

# Next Steps:

## Applying for funding?

You'll want to be sure your pitch and finished plan are well thought through and accurate. LivePlan's step-by-step guidance, automated financials, and visual charts and graphs will help you write a business plan that'll maximize your chances of securing funding in a format lenders and investors will expect to see. [Learn more](#)

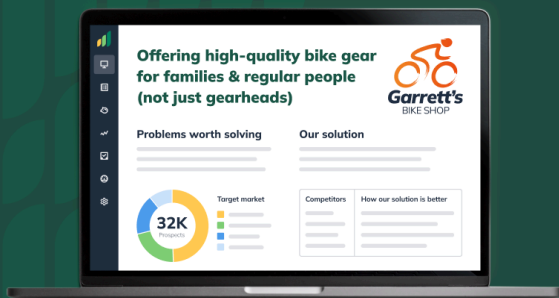
## Validating a business idea?

You likely don't have any historical data yet, so you'll want to be sure you've put some serious thought into all the factors going into your plan and forecast. Ensure that you've thoroughly thought through your target market and the problem you're solving as well as your business model and financials. LivePlan will help you forecast your revenue to see if your idea is financially sound and provide competitor benchmarks for the ultimate reality check. [Learn more](#)

## Growing your business?

You'll want to compare your forecast to your actual business performance (plan vs. actuals). Doing so will help you spot where your forecast was accurate (or off) and determine opportunities for growth. LivePlan's Dashboard easily connects with Quickbooks or Xero to give you a detailed look at how your revenue measures up to projections, so you can make informed business decisions. [Learn more](#)

★ **Pro Tip:** If you haven't already done so - be sure to go back and finish the Executive Summary (which we recommended you save for last).



## Go beyond a business plan template with LivePlan

- Automatic financials, charts, and graphs
- Step-by-step guidance
- AI Powered LivePlan Assistant
- Expert, human support

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