

# [Company's Name]



**[Company Name]**

**[Address]**

**[City, State, Zip]**

**[Website: <https://www.URL>]**

**[Name of Owner or Contact], [Title]**

**[Phone]**

**[Email]**



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## **Business Plan Confidentiality Agreement**

The undersigned reader of **[Company's Name]** Business Plan hereby acknowledges that the information provided is completely confidential and therefore the reader agrees not to disclose anything found in the business plan without the express written consent of **[Business Owner's Name(s)]**.

It is also acknowledged by the reader that the information to be furnished in this business plan is in all aspects confidential in nature, other than information that is in the public domain through other means and that any disclosure or use of the same by the reader may cause serious harm and or damage to **[Company's Name]**.

Upon request this business plan document will be immediately returned to **[Business Owner's Name(s)]**.

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Signature

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Name (typed or printed)

---

Date

***This business plan does not imply an offering of securities.***



## Executive Summary

*(Note: The executive summary is a mini version of the plan and can be somewhat repetitive. You can do this section last.)*

### Purpose

**Example 1:** The purpose of this business plan is to raise \$\_\_\_\_\_ (**\$Amount**) for the start-up cost of \_\_\_\_\_ (i.e. food truck, equipment supplies, food supplies, taxes, licensees, payroll, etc.) that come from operating a **[type of food truck]** food truck business, while showcasing the expected operations over the next five years. The Company was founded by **[Business Owner's Name(s)]**.

Or

**Example 2:** The purpose of this plan is to provide \_\_\_\_\_ (i.e. investors, financial institutions, the city etc.) with the information necessary to evaluate the business model and strategy of **[Company's Name]**.

### Introduction

**[Company's Name]** (Also referred to as "The Company") is a start-up **[type of food truck; i.e. BBQ, Mexican, Street Fair, etc.]** food truck. The food truck menu will be inspired from \_\_\_\_\_ (i.e. different countries' specialties, family recipes, or a combination of two cultures, etc.) to appeal to a \_\_\_\_\_ (i.e. diverse range of customers, niche group of customer, events, the local professional lunch crowd, etc.).

The establishment is located in **[City, State]**. The outlook for the future of **[i.e., city, state, providence, country, etc.]** is promising for food trucks. *(If a start-up add: The food truck will launch on \_\_\_\_ 202\_.)* The food truck will be open \_\_\_\_\_ (number) of days a week.

The food truck offers \_\_\_\_\_.

**(Example:** a variety of food, beverages, desserts, catering, and take-out options. This is a good place to mention anything special such as, *the* food truck offers unique ethnic food such as *El Salvador pupusa, Thailand wontons, Belgium waffles, etc.*)

### Problem/Need

**(Example 1:** There are currently no food trucks that offer \_\_\_\_\_ (i.e. Asian, BBQ, Mexican, Donuts, etc.) in the city, or there is a demand for \_\_\_\_\_ (i.e. Asian, BBQ, Mexican, Donuts, etc.) inspired food trucks in the area.

**(Example 2:** The area is in need of a warm and friendly service that comes from eating at a food trucks, A place where you always know you will get the best \_\_\_\_\_ (i.e. service, pricing, food quality, etc.)



## Solution

The food truck will solve this need by \_\_\_\_\_.

**(Example 1: [Company's Name]** food truck will solve this problem by opening up an \_\_\_\_\_ (**type of food**) food truck that will focus on \_\_\_\_\_ (i.e. Asian, BBQ, Waffles, etc.) infused menu and offer lunch specials for local professionals that work in the nearby business complexes.

**(Example 2: [Company's Name]** food truck will feature a wide variety of \_\_\_\_\_ (i.e. Asian, BBQ, Waffles, etc.) types of food that will satisfy the customers appetites.

## The Market Size

(In this section search online for a few statistics that show the industry size.)

**(Example 1:** taken from <https://253paymentpros.com/tag/food-truck-statistics>)

- It's a **\$2B** a year industry – according to (**Food Truck Nation**), the food truck industry grew **300 percent** from 2014 to 2017
- It's super-competitive – according to (**Food Truck Operator**), food truck growth is outpacing other food service, including restaurants, by **5.4%** to **4.3%** for the industry overall
- **Low cost of entry** – startup costs can be as low as **\$50K** (**Food Truck Nation**)
- **Excellent revenue** to startup costs – a food truck that drives revenues of **\$250-500K annually** can be started for less than **\$100K** (**Food Truck Operator**)<sup>1</sup>

**Food Truck Industry Facts at a Glance** (*always add a source or footnote*)

## Competitive Advantages

[Company Name] will have several competitive advantages including:

**(Example: pick 3-5 things such as the examples below)**

- *Variety of food options*
- *Quality ingredients*
- *Friendly staff*
- *Convenience*
- *Affordable pricing*

## Ownership & Management

The management team is comprised of individuals whose backgrounds consist of \_\_\_\_\_ (numbers) years' experience in the food, restaurant, and hospitality industries.

<sup>1</sup> <https://253paymentpros.com/tag/food-truck-statistics>



*(Biography, experience, or resume will go below in the plan; here just mention the owner(s)/manager(s) name and title, with a few sentences about experience)*

**[Name, Title] - [Experience]**

**[Name, Title] - [Experience]**

**[Name, Title] - [Experience]**

**(Example: John Smith, CEO:** John has 15 year of experience as a chef and entrepreneur. He has owned and operated two prior businesses that he sold for a profit.)

### **Funding**

**[\$Amount]** of funding is needed over the next year for \_\_\_\_\_ (i.e.: food truck, equipment supplies, food supplies, taxes, licensees, payroll, etc.) in the form of a \_\_\_\_\_ (i.e. loan, investment, grant to \_\_\_\_\_ (i.e. Launch the business, execute its business plan, expand operations, etc.).

OR

**No funding is needed at this time.** The owners have provided the company with sufficient capital.

***Continue reading the business plan below.***



## **Company Structure**

### **Overview**

### **Legal Structure**

The legal structure of the **[Company Name]** is a \_\_\_\_\_.



**(Examples below)**

- *Limited Liability Company (LLC)*
- *Corporation*
- *Partnership*
- *To be determined / Pending*

## **Founded**

**[Month, Year]**

## **Ownership**

The Company is owned by:

**[Owner's Name: xx%].**

**[Owner's Name: xx%].**

## **Location**

**[Address]**

*(You may want to mention the mobility of the businesses and some areas you might service.)*

## **Mission**

**[Insert Mission Statement here]**

*(Example 1: [Company's Name] will serve or serves the best \_\_\_\_\_ (i.e. Asian, BBQ, Waffles, etc.) influenced food in the area.)*

*(Example 2: [Company's Name] will be a great place to eat, combining an intriguing menu selection with excellent and interesting food. The mission is not only to have great tasting food, but have efficient and friendly service because customer satisfaction is paramount. [Company's Name] wants to be the food truck of choice for the area.)*

## **Vision**

**[Insert Vision Statement here (optional)]**

*(Example: [Company's Name] will be one of the top food trucks bringing diverse food into the area and \_\_\_\_\_ (i.e., giving back to the community, providing top notch customer service, increasing the customer taste palate, etc.)*

## **Company Summary**

### **Company Description**

**[Company Name] offers \_\_\_\_\_.**





**(Example:** a variety of food, beverages, desserts, catering, and take-out options. This is a great place to mention anything special such as, *the food truck offers unique ethnic food such as El Salvador pupusa, Thailand wontons, Belgium waffles, etc.)*

**(Second example: [Company's Name]** Food trucks sells \_\_\_\_\_ (i.e. Asian, BBQ, Waffles, etc.) inspired food along with coffee, other beverages and snacks.)

**[Company's Name]** intends to focus on servicing to \_\_\_\_\_ (i.e. a wide group of people, college students, professionals, etc.)

**[Company's Name]** wants everyone to feel welcomed and to try out the menu.

The Company's goal is to have \_\_\_\_\_ (i.e. the best food, unique flavors, fresh farm-to-table options, etc.) on the menu. (See example menu below)

The service will be \_\_\_\_\_ (i.e. excellent, friendly, speedy, etc.)

The management team is comprised of individuals whose backgrounds consist of \_\_\_\_\_ (number) of years' experience in working in the food truck, restaurant, catering, management, and customer service industry.

Catering will be a one part of the business. Now customers can leave it to **[Company's Name]** to get the \_\_\_\_\_ (i.e. finest, most memorable, excellent, etc.) food experience the company can offer.





## Products & Services

The food truck will provide the following menu items:

- [insert]
- [insert]
- [insert]

*Explain what products services you will be providing: i.e.*

- *List the food options (i.e., tamales, tacos, pizza, donuts, etc.)*
- *List the beverage options*
- *Menus Specials*
- *Catering*

## Menu

The menu will be inspired from \_\_\_\_\_ (i.e. different countries' specialties, family recipes, local produce, spices, herbs, etc.) with specialties like \_\_\_\_\_ (i.e. steak kabob's, Thai noodles, specialty donuts, etc.)

The Food Truck will also have \_\_\_\_\_ (i.e. daily specials, punch-cards, rewards, etc.). Adding value with \_\_\_\_\_ (i.e. business lunch menu, dessert menu, adding new items, etc.) every week.

**Example 1:** The menu will change \_\_\_\_\_ (i.e. every day, week, month, etc.) but keeping the top sellers and customers favorites.

**Example 2:** The menu will not change and regulars will easily be able to find their favorites on each visit.

Prices will be \_\_\_\_\_ (i.e. competitive with other food trucks in the area, value added, worth the food experience, etc.).

The **[Company's Name]** will give higher value than its competitors, through its \_\_\_\_\_ (i.e. variety of food options, customer service, quality of the food, etc.).

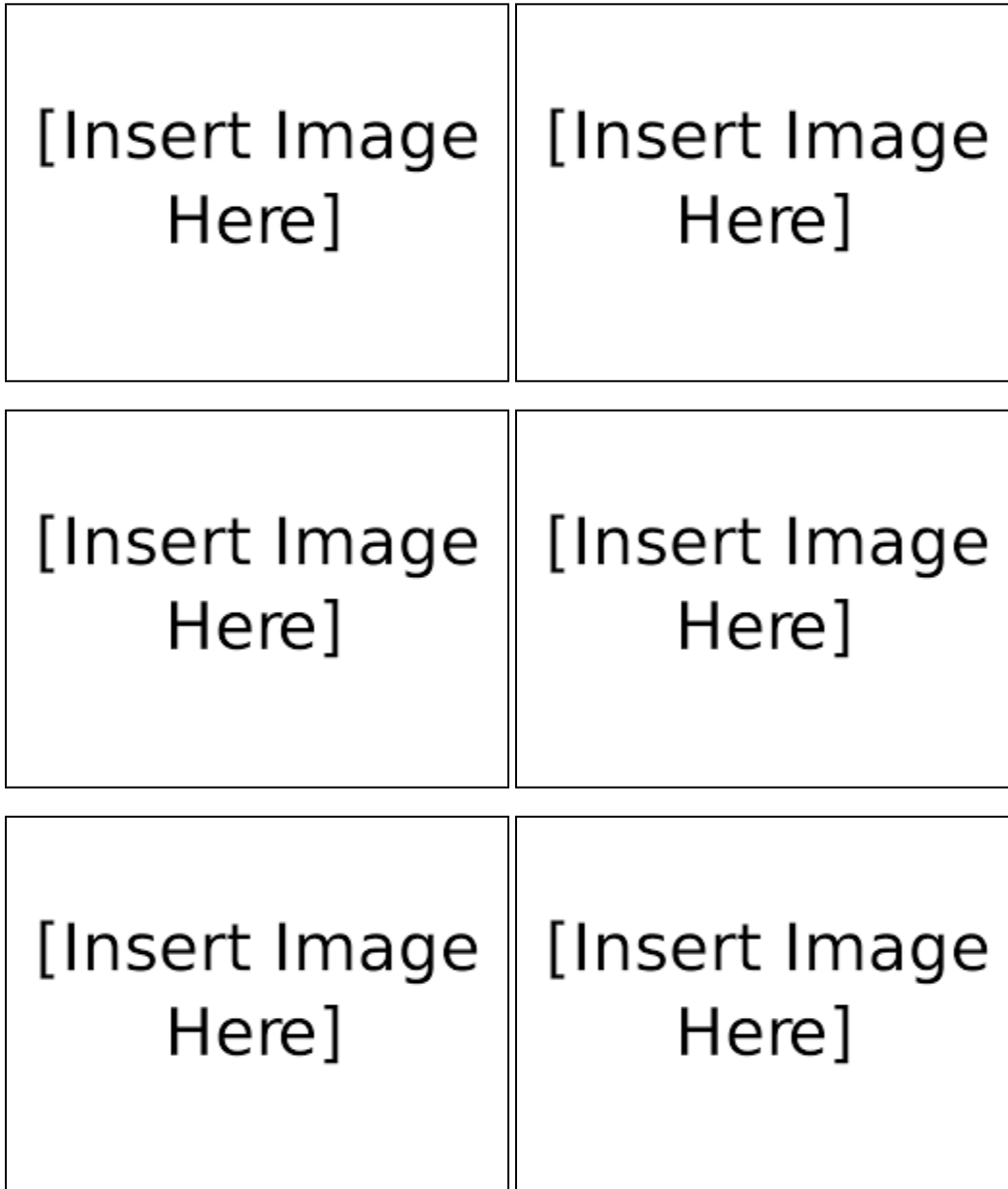


**Here is an example of the restaurant's menu:**

*[Here is where you put your sample menu, written or visual]*

### **Images**

*[Inset any additional images here of the establishment or food]*





## Sourcing Food Supplies

Below are places that the Company will go to in sourcing food supply for the business:

- Wholesale Food Distributors
- Food Manufactures
- Local & Regional Suppliers
- Green Houses & Farmers Markets
- Food Coops
- Shopping Food Clubs<sup>2</sup>

## Revenue: Pricing and Profitability

[Explain how you will make money with the business.]

The food truck will make money from \_\_\_\_\_.

(**Example:** The food truck will make money from the sale of \_\_\_\_\_ (i.e. food, beverages, desserts, catering, special events, take-out, etc.). Prices will be competitive with other food trucks in the area.)

## Pricing

- Meal prices range from \$ \_\_\_\_ & \$ \_\_\_\_
- The average lunch price: \$ \_\_\_\_\_
- The average dinner price: \$ \_\_\_\_\_

The goal of the Company is to have \_\_\_\_ number of customers with an average ticket of \$ \_\_\_\_\_ (*Estimated average customer's ticket*) over the next 12 months, which will result in estimated revenue of \_\_\_\_\_ (*Estimated revenue the next 12 months*).

(*I.e.* The goal of the food truck is to have average of 150 customers per day with an average ticket of \$10.00 working 5 days a week, over the next 12 months, which will result in estimated revenue of \$360,000. This estimate doesn't include catering & special events which could net another \$140,000.)

## Goals

[**Company's Name**] has established goals in order to fulfill its objective of operating and growing this business establishment:

- (Grow or Expand) the business in the market by offering quality [**type of food**] and other menu products.

<sup>2</sup> <https://www.entrepreneur.com/article/233383>



- Build a hard-working team that can lead **[Company's Name]** in to the future.
- Keeping food cost under \_\_\_\_ % of revenue. (I.e. 33%)
- Keeping employee labor cost low without sacrificing quality of service
- Averaging sales between \$\_\_\_\_\_ - \$\_\_\_\_\_ per year. (i.e. \$400,000-500,000 per year.)
- Promote and expand \_\_\_\_\_ (i.e. daily specials, catering, special events, etc.)
- (Execute or expand) marketing and advertising.
- Increase sales and revenue each year by \_\_\_\_%. (I.e. 20%)

### Milestones

**[Company's Name]** expects to achieve the following milestones:

| Date            | Milestone  |
|-----------------|--|
| <b>[Date 1]</b> | Design and build food truck                              |
| <b>[Date 2]</b> | Finalize all that needs to be done to be ready to launch |
| <b>[Date 3]</b> | Hire and train initial staff                             |
| <b>[Date 4]</b> | Launch <b>[Company's Name]</b>                           |
| <b>[Date 6]</b> | Reach Sales goal of \$ _____                             |

### Keys to Success

- Innovative food, beverages, desserts options
- Unique truck design
- High quality of food
- Fast, efficient, and great customer service
- Controlling cost



## Competition & Competitive Advantages

### Competition

Competition in the local area is \_\_\_\_\_ (i.e. *somewhat sparse, intimidating, nothing to worry about, etc.*) and does not provide \_\_\_\_\_ (i.e. *nearly the level of product quality, customer service, great pricing, etc.*) that **[Company's Name]** offers.

**[Company's Name]** faces competition from the following companies:

- *(Competition name) – Brief description.*
- *(Competition name) – Brief description.*
- *(Competition name) – Brief description.*

**(Example: *The Dumpling*** - website - location - Offers Asian food in the local area; however, they do not offer a variety of menu options.)

### Competitive Advantages

The **[Company's Name]** competitive advantage is \_\_\_\_\_ (i.e. *the menu, the chef, the management, the service, etc.*)

**OR**

**[Company Name]** will have several competitive advantages including:

**(Example:** pick 3-5 things such as the examples below)

- *Variety of food options*
- *Quality Ingredients*
- *Friendly staff*
- *Convenience*
- *Affordable*

[Insert Image Here]



## Management Summary

The food truck will be owned by **[Insert Owners name(s) here]**.

### Management / Key Roles

**[Name, Title] - [Experience, biography, or resume]**

**Role:** **[Name]** will be responsible for \_\_\_\_\_ (*i.e. operations, marketing, etc.*)

**[Name]** is a **[title]** who has \_\_\_\_\_ -years of experience of working in \_\_\_\_\_.

**[Name]** is good at \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. (*i.e. organizational, social media, marketing, etc.*)

Other:

***[Name]** graduated from the \_\_\_\_\_ University with a Bachelor's degree in \_\_\_\_\_.*

***[Name]** has experience as \_\_\_\_\_.*

***[Name]** delivers \_\_\_\_\_.*

***[Name]** is in charge of \_\_\_\_\_.*

***[Name]** led the \_\_\_\_\_.*

**[Name, Title] - [Experience, biography, or resume]**

**Role:** **[Name]** will be responsible for \_\_\_\_\_ (*i.e. chef, food sourcing, designing new menu ideas, etc.*)

**[Name]** is a **[title]** who has \_\_\_\_\_ -years of experience of working in \_\_\_\_\_.

**[Name]** is good at \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. (*i.e. cooking, menu development, food sourcing, etc.*)

**[Name, Title] - [Experience, biography, or resume]**

**Role:** **[Name]** will be responsible for \_\_\_\_\_ (*i.e. book keeping, customer services, payroll, etc.*)

**[Name]** is a **[title]** who has \_\_\_\_\_ -years of experience of working in \_\_\_\_\_.

**[Name]** is good at \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. (*i.e. accounting, human resource, budgeting, etc.*)



## Management Summary

**[Company's Name]** recognizes that in any growing Company management personnel often have to fill more than one role. As a result, a gap or gaps may exist until the Company is developed enough to have a specific person for every task required.

or

**[Company's Name]** currently has everything covered and feels confident that each task is being handled competently by management.

The management team has considerable experience together and shares knowledge in many different fields of business and in life.

## Personnel Plan

Management has adopted an effective interview process designed to staff the food truck with highly qualified people for each position.

Each applicant will be rated and evaluated according to a pre-defined set of standards designed for each position. Background checks will be utilized for designated positions. Recruiting efforts will always center on referrals.

*(If applicable)* **[Company's Name]** knows the personnel plan is in good proportion to the size of the food truck and projected revenues. The staff will include both full-time employees and part-time employees, who will work various shifts based on peak hours and need.

## Functional Roles

In order to execute on **[Company's Name]**'s business model, the Company needs to perform many functions including the following:

(Pick any that apply)

- Chef
- Customer Service
- Drivers
- Human Resources
- Line Cook
- Owner
- Product Sourcing Manager
- Social Media Manager
- Sous Chef's

*(Job descriptions are optional)*





Great service is very important to management. The management and chef staff will handle every detail to make customer's dining experience is \_\_\_\_\_ (i.e. s fun, exciting, pleasant, etc.) All this and the great crew will make customers want to tell their friends about their experience.

Or

Each member of the Company's team has outstanding organizational skills, including a keen attention to detail, excellent communication skills, and high level of professionalism in all interactions. The team shows an unsurpassed level of commitment to the work, prompt service, an ability to work effectively with others at all levels, strong time management skills, and the ability to simultaneously manage multiple responsibilities.





## The Market Size & Trends

*(Insert as many or as few examples, reports, stats, or trends as you want, just make sure to add the sources in the text or footnote.)*

**Example:** Taken from <https://2ndkitchen.com/restaurants/food-truck-statistics/>

### Food Truck Industry Statistics

- In 2020 there are **23,873** active food truck businesses in the US. ([IBISWorld](#))
- In 2020, food truck industry employees **28,916** employees in 2020 in the US. ([IBISWorld](#))
- The mobile food truck industry earns **\$2B+ in revenue** per year in the United States. ([Food Truck Nation](#))
- The food truck industry has experienced an overall revenue increase of **300%** from 2014 to 2017. ([Food Truck Nation](#))
- The growth of the food truck industry is outgrowing the overall commercial food truck industry, at **5.4% vs. 4.3%**. ([Food Truck Operator](#))
- Compare that to 2019, where the food truck industry grew by an estimated **20%**. ([Food Truck Nation](#))
- In 2019 the overall revenue stream from food trucks grew by **\$985M**. ([Forbes](#))

### Statistics on Food Truck Demographics

- The most likely demographic to order from a food truck are people aged **18 to 34**, followed by those aged **35 to 44 at 54%**. ([Statistics Portal](#))<sup>3</sup>
- **47%** of Millennials having eaten from a food truck at some point. ([Big Think](#))
- Over **90%** of food truck diners rated their quality of experience as either excellent or good. ([Mobile Cuisine](#))
- Over **80%** of food truck users called the dining experience “fun”, “exciting”, “new”, or “different and unique”. ([Mobile Cuisine](#))
- Nearly all food truck diners surveyed said they will continue to frequent food trucks in the next year. ([Mobile Cuisine](#))
- Food truck lovers cited the fast serving times, convenience, high-quality and low price of the food truck service experience as reasons for loving them. ([Mobile Cuisine](#))

<sup>3</sup> <https://2ndkitchen.com/restaurants/food-truck-statistics/>



## Statistics on the Best Cities for Food Trucks

- According to Food Truck Nation, **Portland** is the best food truck city in America. ([Food Truck Nation](#))
- Portland is also the **cheapest city** to operate a food truck, at less than \$5,500. ([Food Truck Nation](#))
- **Denver** has the **most relaxed food truck laws**, with the cost of obtaining all the proper permits and licenses being less than **\$900**. ([Food Truck Nation](#))
- The average revenue stream of a food truck is **\$290,000**. ([A City Discount](#))<sup>4</sup>

### *Here is a list of the most food-truck-friendly cities in the US*<sup>5</sup>

- Atlanta, GA 120+ (number of food trucks)<sup>6</sup>
- Austin, TX 1200+ (number of food trucks)
- Charlotte, NC 130+ (number of food trucks)
- Columbus, OH 250+ (number of food trucks)
- LA, CA 1000+ (number of food trucks)
- Las Vegas, NV 120+ (number of food trucks)
- Nashville, TN 200+ (number of food trucks)
- Orlando, FL 150+ (number of food trucks)
- Portland, OR 500+ (number of food trucks)
- Raleigh/Durham, NC 175+ (number of food trucks)
- Seattle, WA 500+ (number of food trucks)

**Note:** *Industry Reports* can sometimes be found online or purchased; and summarized here.

<sup>4</sup> <https://2ndkitchen.com/restaurants/food-truck-statistics/>

<sup>5</sup> <https://www.acitydiscount.com/info/Food-Truck-Trends-for-2019.358.1.htm>

<sup>6</sup> <https://www.acitydiscount.com/info/Food-Truck-Trends-for-2019.358.1.htm>



## Local Demographics

*(You can use the census, census quick-facts, or online search to discover demographics in the city or county in which your establishment resides)*

### Example 1:7

| Fact   | Salt Lake City, Utah |
|--|----------------------|
| Population estimates, July 1, 2019, (V2019)  | NA                   |
| Population estimates, July 1, 2018, (V2018)  | 200,591              |
| Population estimates base, April 1, 2010, (V2019)                                    | NA                   |
| Population estimates base, April 1, 2010, (V2018)                                    | 186,443              |
| Population, percent change - April 1, 2010 (estimates base) to July 1, 2019, (V2019) | NA                   |
| Population, percent change - April 1, 2010 (estimates base) to July 1, 2018, (V2018) | 7.60%                |
| Population, Census, April 1, 2010  | 186,440              |
| Persons under 5 years, percent   | 6.40%                |
| Persons under 18 years, percent  | 20.60%               |
| Persons 65 years and over, percent   | 10.80%               |
| Female persons, percent  | 48.60%               |
| White alone, percent   | 73.10%               |
| Black or African American alone, percent   | 2.30%                |
| American Indian and Alaska Native alone, percent                                     | 1.40%                |
| Asian alone, percent   | 5.40%                |
| Native Hawaiian and Other Pacific Islander alone, percent                            | 1.50%                |
| Two or More Races, percent   | 3.40%                |
| Hispanic or Latino, percent  | 21.60%               |
| White alone, not Hispanic or Latino, percent   | 65.40%               |
| Veterans, 2014-2018  | 7,012                |
| Foreign born persons, percent, 2014-2018   | 16.70%               |
| Housing units, July 1, 2018, (V2018)   | X                    |
| Owner-occupied housing unit rate, 2014-2018  | 48.40%               |
| Median value of owner-occupied housing units, 2014-2018                              | \$289,200            |
| Median selected monthly owner costs -with a mortgage, 2014-2018                      | \$1,534              |
| Median selected monthly owner costs -without a mortgage, 2014-2018                   | \$482                |

<sup>7</sup> <https://www.census.gov/quickfacts/fact/table/saltlakecitycityutah/PST045219>



|  |            |
|--|------------|
| Median gross rent, 2014-2018   | \$938      |
| Building permits, 2018   | X          |
| Households, 2014-2018  | 78,229     |
| Persons per household, 2014-2018   | 2.43       |
| Living in same house 1 year ago, percent of persons age 1 year+, 2014-2018             | 78.50%     |
| Language other than English spoken at home, percent of persons age 5 years+, 2014-2018 | 26.40%     |
| Households with a computer, percent, 2014-2018   | 92.80%     |
| Households with a broadband Internet subscription, percent, 2014-2018                  | 81.80%     |
| High school graduate or higher, percent of persons age 25 years+, 2014-2018            | 88.50%     |
| Bachelor's degree or higher, percent of persons age 25 years+, 2014-2018               | 45.70%     |
| With a disability, under age 65 years, percent, 2014-2018                              | 7.40%      |
| Persons without health insurance, under age 65 years, percent                          | 15.10%     |
| In civilian labor force, total, percent of population age 16 years+, 2014-2018         | 71.20%     |
| In civilian labor force, female, percent of population age 16 years+, 2014-2018        | 64.80%     |
| Total accommodation and food services sales, 2012 (\$1,000)                            | 961,646    |
| Total health care and social assistance receipts/revenue, 2012 (\$1,000)               | 3,140,405  |
| Total manufacturers shipments, 2012 (\$1,000)  | 11,969,157 |
| Total merchant wholesaler sales, 2012 (\$1,000)  | 10,292,791 |
| Total retail sales, 2012 (\$1,000)   | 4,071,084  |
| Total retail sales per capita, 2012  | \$21,504   |
| Mean travel time to work (minutes), workers age 16 years+, 2014-2018                   | 19.4       |
| Median household income (in 2018 dollars), 2014-2018                                   | \$56,370   |
| Per capita income in past 12 months (in 2018 dollars), 2014-2018                       | \$34,711   |
| Persons in poverty, percent  | 17.90%     |
| Total employer establishments, 2017  | X          |
| Total employment, 2017   | X          |
| Total annual payroll, 2017 (\$1,000)   | X          |
| Total employment, percent change, 2016-2017  | X          |



|  |           |
|--|-----------|
| Total nonemployer establishments, 2017 | X         |
| All firms, 2012                        | 24,710    |
| Men-owned firms, 2012                  | 13,482    |
| Women-owned firms, 2012                | 6,970     |
| Minority-owned firms, 2012             | 3,327     |
| Nonminority-owned firms, 2012          | 19,325    |
| Veteran-owned firms, 2012              | 1,969     |
| Nonveteran-owned firms, 2012           | 20,510    |
| Population per square mile, 2010       | 1,678.00  |
| Land area in square miles, 2010        | 111.11    |
| FIPS Code                              | "4967000" |

**Example 2:**

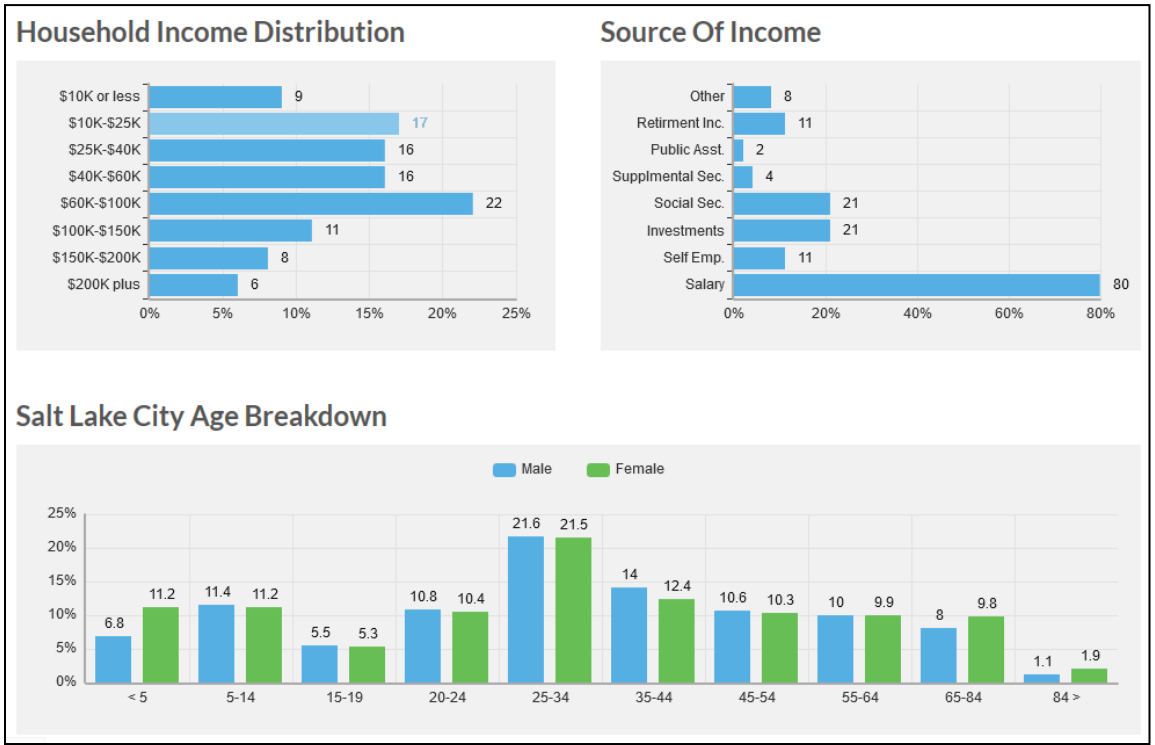
**Salt Lake City demographics profile**

| <b>Statistic</b>                   | <b>Salt Lake City</b> | <b>Utah</b> | <b>National</b> |
|------------------------------------|-----------------------|-------------|-----------------|
| <b>Population</b>                  | 191,446               | 2,948,427   | 318,558,162     |
| <b>Population density (sq mi)</b>  | 1,722                 | 40          | 91              |
| <b>Median age</b>                  | 31.8                  | 30.3        | 37.7            |
| <b>Male/Female ratio</b>           | 1.1:1                 | 1.0:1       | 1.0:1           |
| <b>Married (15yrs &amp; older)</b> | 46%                   | 60%         | 55%             |
| <b>Families w/ Kids under 18</b>   | 47%                   | 51%         | 43%             |
| <b>Speak English</b>               | 73%                   | 85%         | 79%             |



|                      |     |     |     |
|----------------------|-----|-----|-----|
| <b>Speak Spanish</b> | 16% | 10% | 13% |
|----------------------|-----|-----|-----|

Salt Lake City, UT has a population of **191,446** and is the **127th largest city** in the United States. The population density is **1,722 per sq mi** which is **4204%** higher than the Utah average and **1800% higher than** the national average. The median age in Salt Lake City is **32** which is approximately **5% higher than** the Utah average of **30**. In Salt Lake City, **46%** of the population over **15 years of age** are married, **73% speak English**, and **16% speak Spanish**. **48%** of Salt Lake City residents were born in Utah, **34%** were born out of state, **1%** were born outside of the United States, and **18%** were foreign born.



**Target Market**

[Company's Name] food truck will focus on a certain target market, such as, \_\_\_\_\_.

*(Example: [Company's Name] food truck will focus on a certain target market, such as, \_\_\_\_\_ (i.e. locals, lunch crowds, corporate events, foodies, special events, etc.)*





**OR**

The target market is:

- **[insert]**
- **[insert]**
- **[insert]**

***Example:*** *Who your customers will be and where will you target them?*

*i.e. men & women ages 18-55*

*i.e. families in the area*

*i.e. professional offices for lunch business*

*i.e. people looking to hire special events*

*i.e. corporate parties & events*

A large rectangular box with a solid border containing the text "[Insert Image Here]" centered inside.

[Insert Image  
Here]





## Marketing Strategy

**[Company's Name]** Marketing strategy will use a variety of marketing methods that will lead to finding more \_\_\_ (i.e. customers/clients/users). The company will concentrate on developing a strong reputation of being the best food truck in the area.

The marketing strategy is simple, the **[Company's Name]** intends to succeed by building a brand name that offers people excellent food that appeals to a varied group of people.

**[Company's Name]** will focus on maintaining quality and establishing a strong identity in the area. The main focus in marketing will be to increase customer awareness in the surrounding area.

**[Company's Name]** will direct all of its marketing efforts toward the goal of explaining who **[Company's Name]** is and what **[Company's Name]** does. **[Company's Name]** will keep its standards high and execute the concept so that word-of-mouth will be a marketing force.

**[Company's Name]** will create an appealing menu with quality at a competitive pricing. An exciting (i.e. new, unique, popular, etc.) food truck, **[Company's Name]** will be talked about.

The execution of the Company's concept is the most critical element of this plan. All menu items are competitively priced for the area. While the Company is not striving to be the lowest-priced food truck, **[Company's Name]** is aiming to be the \_\_\_\_\_ (i.e. value leader, unique, higher quality, farm fresh, etc.).

## Marketing

**[Company Name]** utilizes several marketing methods include the following:

**(Pick 3-7 methods you will use, examples below)**

- **[Insert]**
- **[Insert]**
- **[Insert]**
  - *Advertising*
  - *Emails*
  - *Flyers & Business Cards*
  - *Grand Opening Celebration*
  - *Local Media*
  - *Mobile Marketing*
  - *Networking/PR*



- *Search Engine Optimization*
- *Social Media*
- *Website Design*
- *Word-of-Mouth*

## Web Plan

**[Company's Name]** will have a website.

URL: \_\_\_\_\_

**[Company's Name]** understands the importance of a website and online menu.

It will be the virtual business card and portfolio for the company, simple, classy, and well designed. The on-line site will offer the menus, prices, reviews, and happenings at **[Company's Name]**.

**[Company's Name]** will also have a social media accounts to get new customers interested in the food truck food. Customers will also be able to send us an e-mail or book catering orders online.

## Sales Strategy

The sales plan is to establish and maintain great customer relationships with the local customers. The strategy is to build a following, which will increase more customers traffic and will result in an increase of revenue and repeat business.

The Company will focus on making all customers happy with excellent food, beverage, and service options. **[Company's Name]** will have an experienced staff that knows the food and menu inside and out. The Company will train every new employee.

## Positioning

**[Company's Name]** takes the position that its primary role in the marketplace is being a provider of top quality, **[type of food]** food truck for \_\_\_\_\_ (i.e. everyday people, professionals, families, etc.).

The **[Company's Name]** will distinguish itself in the marketplace as the Company that cares about its customers. The Company wants the target customers to think about **[Company's Name]** whenever people think about the best place for **[type of food]**.

The Company wants them to choose **[Company's Name]** because people associate it with \_\_\_\_\_ (i.e. high-quality food, beverages, desserts, etc.)

## Pricing

**[Company's Name]** seeks a balance between high-quality food that is \_\_\_\_\_ (i.e. being offered, pricing, the value, etc.) that may be derived from the competition. The



Company believes it offers the best balance of these aspects in the minds of the target customers.

Ultimately, the Company wants to ensure that all of the target customers equate **[Company's Name]** with \_\_\_ (i.e. great value, unique, high quality, etc.) customer service.





## **SWOT Analysis (optional)**

(Pick 3-5 in each category; examples below)

### **Strengths**

- [insert]
- [insert]
- [insert]
  - *Growth market*
  - *Best quality ingredients*
  - *Variety of menu items*
  - *High-quality of customer service*

### **Weaknesses**

- [insert]
- [insert]
- [insert]
  - *Food costs*
  - *Cash flow issues*
  - *Limited amount of vendors*
  - *Turn-over in the industry*

### **Opportunities**

- [insert]
- [insert]
- [insert]
  - *Little competition in the local area*
  - *Vendors*
  - *Development of alternative menu items to lower price points*
  - *Use technology (mobile app, online coupons, etc.)*

### **Threats**

- [insert]
- [insert]
- [insert]
  - *Trends may change*
  - *Emergence of local competition or new competition*
  - *City regulations*
  - *Customer taste preferences changing*



## Funding

### Funding

**[\$Amount]** of funding is needed over the next year for \_\_\_\_\_ (i.e.: food truck, equipment supplies, food supplies, taxes, licensees, payroll, etc.) in the form of a \_\_\_\_\_ (i.e. loan, investment, grant to \_\_\_\_\_ (i.e. Launch the business, execute its business plan, expand operations, etc.).

OR

**No funding is needed at this time.** The owners have provided the company with sufficient capital.

### Use of Funds/Costs

Total costs are estimated to be:

- **[Insert]**
- **[Insert]**
- **[Insert]**

#### Examples:

- *Truck \$\_\_\_\_\_*
- *Equipment \$\_\_\_\_\_*
- *Renovations*
- *Insurance*
- *Inventory*
- *Legal*
- *Marketing*
- *Technology*
- *Working capital*

### Exit

**[Company's Name]** is \_\_\_\_\_. (I.e. not looking to exit at this time, looking to sell in 5-10 years, looking to merge, is open, etc.)



## **Conclusion**

***Thank you for reading.***

**[Company's Name]** would like to \_\_\_\_\_. (city, state, region, the market, the area)

This business plan contains an overview of all the planning that is required for this business. The \_\_\_\_\_ (i.e. management staff, food, customer service, etc.) are some important aspects that the **[owner(s)]** of the food truck will focus on. Strategic plans for marketing, human resources, and menus will be prepared as mentioned above.

With the growing demand for high-quality food and great customer service, **[Company's Name]** will capitalize on its building a core group of repeat customers.

The **[owner(s)]** believe that this concept will provide \_\_\_\_\_ (i.e. new, exciting, memorable, etc.) experiences and foods to the local customers.

**[Company's Name]** believes that its prospects for (establishing or expanding) and continuing a successful food truck in this community are excellent.

The **[Owner(s)]** seeks a relationship with a **[lender/investor/Other]** that can help **[Company's Name]** grow the business.

**[Company's Name]** values your time, and hopes that you've learned all about the Company's vision, goals, opportunities, and value.

**The Company appreciates your review of this business plan.**





**Appendix**  
*Financial Plan*  
*Other*