

Food Truck Business Plan

Getting Started

A food truck business plan provides you with the opportunity to organize your vision and ensure that nothing is overlooked when opening a food truck for the first time.

For every step of opening a food truck, your business plan will be there to guide you. The operations of your truck – from everyday tasks to year-end paperwork – will run more smoothly if you use a detailed business plan as a north star.

Instructions for Your Food Truck Business Plan Template

Start with the cover page. Insert your company logo as well as your name, address, phone number, and email address.

Then, continue to the business plan itself. As you're filling out each chapter in this business plan template, there are prompts and directions in italics below each section header. Your writing starts in the regular text below the prompts. Simply delete "Start..." and begin writing. Each food truck concept is different, which is why we chose to give you space to explain your individual concept in detail.

Finally, when you're ready to show your business plan to the world, simply delete everything in italics, as well as the first page and the last page. Your business plan will start with the cover page and end with your financial analysis. To print, click File > Print and to download, click File > Download As and choose your preferred format.



[Name]

[Business Address]

[Business Phone]

[Business Email]

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Executive Summary

The first section of your food truck business plan is an executive summary – a concise introduction to and summary of your food truck concept. The executive summary introduces key elements of your business plan, such as an overview of the budget, the business’s mission and core values, and a coherent vision for your product and brand.

As you write your executive summary, think of who will be reading it and how you might catch their attention, get them interested in your concept, and convince them to keep reading and potentially invest. In a world with food truck festivals and crowded office parking lots with half a dozen trucks to choose from, what makes your food truck stand out?

Start...

Company Overview

The differences between a company overview and an executive summary may seem subtle, but the company overview is a glossary for the rest of your food truck business plan rather than a summary - more practical than attention-grabbing.

In this section, introduce the type of restaurant, define the product(s), and provide information about the ownership structure and your vision for the customer experience. You might also start to discuss your hiring and labor practices, when and where you plan to park the food truck for service, and the capacity for production.

The company overview section is also your chance to communicate the more conceptual visions of your brand to investors. Consider including information about how your food truck’s name, logo, color scheme, and presence make your customers feel and contribute to the experience.

Start...

Sample Menu

A sample menu is a unique feature of a restaurant business plan. Many food trucks are known for quick, consistent meals so your menu, and the food and beverage products you offer, are an integral part of your brand and business plan.

Having a specific menu for a food truck business plan is important because of the constraints of building a kitchen and storing all the necessary equipment to produce a menu while preserving space to cook in a truck.

A sample menu forces you to start thinking about how you will produce and deliver those items to customers – consider where you will store uncooked food, what cooking surfaces or tools you will need to prepare that food, and what you will use to serve that food to your guests in/from a truck.

Start...

Team and Management

Food truck teams can be small – there are lots of food trucks that operate on a staff of one owner-operator-accountant-chef-server. Other food trucks are a roving version of a successful brick-and-mortar or an established local brand that has a full staff.

However your food truck's team will look, it's important to include a detailed and clear description of that team in your business model. Your staff will factor into other crucial elements of your business plan, such as the budget and food/beverage production, so it's important to have a concrete picture of your staffing needs.

Also consider including information about what kind of jobs you plan to create, whether they are full-time or part-time, how you will hire or train workers with the right skill set, and if you plan to provide them with any benefits or incentives.

Start....

Market Analysis

Competition in the restaurant industry is fierce and finding an opening in the market is crucial to any food service businesses' success. Investors will typically ask about three core aspects of the market in which you aim to operate: the target

market, location, and competition. Cover those three things in this section, as well as any additional market or industry factors you think are important to include.

Start...

Target Market

First, identify if there is a demand for what you want to sell. If you are selling artisanal croissants, who is your target customer and how do you plan to position yourself to deliver your flaky pastry to them?

In this section, describe the target market and how it compares to the restaurant industry as a whole in terms of diner demographics, characteristics, and behaviors.

Start...

Location analysis

Is there a demand for the product you offer in your area? In other words, will the people around the location of your food truck want to buy artisanal croissants?

In this section, focus on the general area or city you plan to locate your food truck and why you chose that specific area. Note things like growth of the local economy, large citywide events, and infrastructure projects nearby. Compare the existing market conditions to your intended target market. Potential investors will look at this section of the business plan carefully to make sure that the market in the proposed location aligns with the ideal customer profile.

Start...

Competitive Analysis

Is there any other competition in the market i.e. another business selling artisanal croissants? And if there is, is what you're doing different enough? Perhaps the simple fact that you can bring croissants to your customers with a food truck lets you access a niche that your competitors cannot.

In this section, explain the existing competitive landscape, paying particular attention to businesses with similar concepts. Investors will want to understand the specific aspects of your concept that will give you a competitive advantage.

Start...

Marketing Plan

Advertising a food truck can be a unique challenge – brick-and-mortar restaurants have the advantage of a consistent location, indoor seating, and can offer complete dining experiences in ways that food trucks can't.

Unique businesses require unique marketing solutions. Make plans to take advantage of social media to let your loyal customers know where you will be and craft a clear, cohesive branding strategy to announce what you do to potential customers.

With a restaurant on wheels, location is a marketing strategy. Plan to move to the best possible spot to sell your fare depending on the time of day, week, or season.

In this section, write about how you'll spread the word about your business and make plans for a loyalty program that incentivizes customers to market your business by word of mouth. Potential investors will be impressed that you have plans to increase their return on investment.

Start...

Operations Plan

In this section of your business plan, include information about customer service, the point of sale, sales and inventory tracking, accounting, and the supply chain of the products on your menu.

Business operations concerns unique to food trucks include where you will park the truck and how that spot will let you access your customers.

Start...

Financing and Loans

Include all the details about your food truck financing plan in this section of your business plan. Provide potential investors with information about other investors and detailed financial plans about projections and expenses.

Start...

Sales Forecasts and Operating Expenses

In this section of your business plan, include a break-even analysis, which compares how much sales are required to break even with the cost of expenses each month. Investors will be interested in the potential for profit and loss before they contribute to your business, but to produce a profit and loss statement for a business that isn't open yet will require some educated projections.

Finally, include a cash flow analysis that details how you will spend money on labor, supplies, and operations. This will show investors that the food truck can support itself without additional investment. Consider how the prices of your food, your own and your employees' salaries, and the costs of maintaining the food truck and menu production balance at the end of each fiscal quarter.

Start...