

Food Truck Business Plan

Sample plan for Rolling Fork Tacos (fictional example)

Prepared by: [Owner name]

[Business address]

[Phone] | [Email] | [Website]

Date: [Month, Year]

How to use this sample: the business name, figures and descriptions are a fictional example to show what a finished plan looks like. Replace everything in [brackets] and every example number with your own research before you share it. Cost ranges are rough planning figures and vary widely by location.

1. Executive Summary

Rolling Fork Tacos is a new food truck business based in [City, State]. We will serve lunch crowds in office parks and downtown districts and brewery and taproom visitors, offering a focused menu of 6 to 10 items, daily lunch and evening service routes and private event and wedding bookings. Our goal is to become the go-to choice for [your target customer] in [your area] by [your key difference, such as quality, speed, price or specialty].

We project first-year revenue of about \$220,000, growing to \$316,000 by year three. Startup costs are estimated between \$71,500 and \$244,000. We are seeking \$158,000 in [loan / investment / owner funds] to cover startup costs and working capital. [Add one or two sentences on the owner's experience and any early traction such as signed customers, pre-orders or a secured location.]

2. Company Description

A food truck plan is about mobility and repeatable stops. You do not need a long-term lease, but you do need a commissary kitchen, a reliable vehicle and a calendar of locations that produce consistent sales. Your plan should show where the truck will be on a typical week and how much each stop is expected to bring in.

Item	Details
Legal name	[Rolling Fork Tacos LLC]
Legal structure	[LLC / sole proprietorship / corporation / partnership]
Location	[Address or service area]
Owners	[Names and ownership %]
Stage	[Idea / pre-launch / operating since 20XX]

Mission statement

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3. Products and Services

Offering	Description	Price	Cost to deliver
A focused menu of 6 to 10 items	[Describe]	[\$]	[\$]
Daily lunch and evening service routes	[Describe]	[\$]	[\$]
Private event and wedding bookings	[Describe]	[\$]	[\$]
Seasonal specials and limited-time items	[Describe]	[\$]	[\$]

Revenue streams:

- Street service sales
- Private events with guaranteed minimums
- Festival and event vending

4. Market Analysis

Target customers:

- Lunch crowds in office parks and downtown districts
- Brewery and taproom visitors
- Festival, fair and farmers market attendees
- Private party and corporate catering clients

Market	Estimate	Source
Potential customers in our area	[#]	[Census data, local reports]
Customers we can realistically reach	[#]	
Target share in year one	[%]	

Industry trends affecting our business

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5. Competition

Competitor	Strengths	Weaknesses	Price range
[Competitor 1]			
[Competitor 2]			
[Competitor 3]			

Why customers will choose us

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6. Marketing and Sales

Planned marketing activities:

- Post your weekly schedule on Instagram and Google Business Profile
- Join local food truck associations and rallies
- Offer brewery partnerships with recurring nights
- Collect emails or texts for location alerts

Channel	Monthly budget	Goal
Post ...	[\$]	[#]
Join ...	[\$]	[#]
Offer ...	[\$]	[#]

7. Operations

Location, facilities and equipment

Suppliers and day-to-day operations

Licenses, permits and insurance to obtain:

- Mobile food vending permit [] obtained
- Health department inspection of the truck [] obtained
- Commissary agreement [] obtained
- Fire safety inspection for propane and cooking equipment [] obtained
- Commercial vehicle registration and insurance [] obtained

Requirements vary by state and city. Confirm with your local licensing office.

8. Management and Staffing

Name	Role	Experience
[Owner name]	Owner / manager	[Relevant experience]

Hiring plan for the first three years

9. Key Performance Indicators

Metric	Why it matters	Our target
Sales per service	Average revenue for each stop, which shows which locations to keep.	[Target]
Food cost percentage	Most trucks aim for 25 to 35%.	[Target]
Event booking rate	Share of revenue from private bookings, which is more predictable than street service.	[Target]
Customers per hour	Ticket speed during peak service	[Target]

	limits how much you can sell.	
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10. Risks and How We Will Manage Them

Risk	How we will reduce it
Vehicle breakdowns that stop all revenue	[Your plan]
Weather and seasonality	[Your plan]
City rules on where trucks may park	[Your plan]
Event fees that eat into margins	[Your plan]

11. Financial Plan

Estimated startup costs

Startup cost	Typical low	Typical high	Our estimate
Truck or trailer (used or new)	\$40,000	\$150,000	[\$]
Kitchen outfitting and wrap	\$15,000	\$50,000	[\$]
Commissary kitchen deposit	\$500	\$2,000	[\$]
Permits, licenses and inspections	\$1,500	\$5,000	[\$]
POS system and payment hardware	\$500	\$2,000	[\$]
Opening inventory and supplies	\$2,000	\$5,000	[\$]
Insurance (first year)	\$2,000	\$5,000	[\$]
Working capital reserve	\$10,000	\$25,000	[\$]
Total	\$71,500	\$244,000	[\$]

Three-year projection (illustrative)

	Year 1	Year 2	Year 3
Revenue	\$220,000	\$275,000	\$316,000
Cost of sales	\$74,800	\$93,500	\$107,440
Gross profit	\$145,200	\$181,500	\$208,560
Operating expenses	\$137,940	\$151,734	\$163,873
Net income before tax	\$7,260	\$29,766	\$44,687

Example assumptions: 66% gross margin, revenue growth of 25% in year two and 15% in year three. Replace these with your own numbers. Our free Excel financial projections template at BusinessPlanDownload.net builds this table from your assumptions.

12. Funding Request

We are requesting \$158,000 to fund startup costs and working capital. [Explain loan term or investor terms, how much the owners are investing, and how the funds will be repaid.]

Use of funds	Amount
Truck or trailer (used or new)	[\$]
Kitchen outfitting and wrap	[\$]
Commissary kitchen deposit	[\$]
Permits, licenses and inspections	[\$]
POS system and payment hardware	[\$]
Opening inventory and supplies	[\$]
Insurance (first year)	[\$]
Working capital reserve	[\$]

Appendix

Writing tips for a food truck plan:

- Include a sample weekly route with expected covers at each stop.
- Show a maintenance and backup plan for the vehicle.
- Separate private-event revenue from street sales in your forecast.

Attach: owner resumes, lease or letter of intent, equipment quotes, permits, market research, photos and detailed financial statements.