

Vending Machine Business Plan

Sample plan for QuickStop Vending (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

QuickStop Vending is a new vending machine business based in [City, State]. We will serve office buildings and warehouses and gyms and apartment complexes, offering snack and drink machines, healthy vending and micro markets for larger workplaces. 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 \$60,000, growing to \$86,000 by year three. Startup costs are estimated between \$5,100 and \$57,500. We are seeking \$31,000 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

Vending businesses are built one location at a time. The plan should show how you find and keep good locations, machine costs, product margins, commissions paid to hosts and how efficiently you can route restocking.

Item	Details
Legal name	[QuickStop Vending 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

3. Products and Services

Offering	Description	Price	Cost to deliver
Snack and drink machines	[Describe]	[\$]	[\$]
Healthy vending	[Describe]	[\$]	[\$]
Micro markets for larger workplaces	[Describe]	[\$]	[\$]
Specialty machines	[Describe]	[\$]	[\$]

Revenue streams:

- Product sales
- Micro market sales
- Placement agreements

4. Market Analysis

Target customers:

- Office buildings and warehouses
- Gyms and apartment complexes
- Schools and hospitals
- Auto shops and laundromats

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

5. Competition

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

Why customers will choose us

6. Marketing and Sales

Planned marketing activities:

- Direct outreach to property managers
- Offering healthy options
- Cashless payment as a selling point
- Referral fees for locations

Channel	Monthly budget	Goal
Direct ...	[\$]	[#]
Offering ...	[\$]	[#]
Cashless ...	[\$]	[#]

7. Operations

Location, facilities and equipment

Suppliers and day-to-day operations

Licenses, permits and insurance to obtain:

- Business license [] obtained
- Sales tax permit [] obtained
- Food vending permits where required [] obtained
- Liability 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
Revenue per machine per week	Location quality.	[Target]
Product margin	After product cost.	[Target]
Commission rate	Share paid to location owners.	[Target]
Route efficiency	Machines serviced per hour.	[Target]

10. Risks and How We Will Manage Them

Risk	How we will reduce it
Poor locations	[Your plan]
Vandalism and breakdowns	[Your plan]
Product spoilage	[Your plan]
Losing a location	[Your plan]

11. Financial Plan

Estimated startup costs

Startup cost	Typical low	Typical high	Our estimate
Machines (new or refurbished)	\$3,000	\$30,000	[\$]
Card readers and telemetry	\$300	\$3,000	[\$]
Initial product inventory	\$500	\$3,000	[\$]
Vehicle and storage	\$0	\$15,000	[\$]
Business license and insurance	\$300	\$1,500	[\$]
Working capital reserve	\$1,000	\$5,000	[\$]
Total	\$5,100	\$57,500	[\$]

Three-year projection (illustrative)

	Year 1	Year 2	Year 3
Revenue	\$60,000	\$75,000	\$86,000
Cost of sales	\$33,000	\$41,250	\$47,300
Gross profit	\$27,000	\$33,750	\$38,700
Operating expenses	\$25,650	\$28,215	\$30,472
Net income before tax	\$1,350	\$5,535	\$8,228

Example assumptions: 45% 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 \$31,000 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
Machines (new or refurbished)	[\$]
Card readers and telemetry	[\$]
Initial product inventory	[\$]
Vehicle and storage	[\$]
Business license and insurance	[\$]
Working capital reserve	[\$]

Appendix

Writing tips for a vending machine plan:

- Describe your location criteria.
- Show revenue and margin per machine.
- Include a route plan.

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