

Rolling Flavors Food Truck

Business Plan

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Table Of Contents

Executive Summary	3
Market Analysis.....	4
Target Market.....	4
Location Analysis	4
Competition Analysis.....	4
Menu and Product Line.....	5
Marketing Plan And Sales Strategy	6
Operations Plan.....	6
Health and Safety Compliance.....	7
Management Structure.....	7
Financial Plan	8
Startup Costs and Funding Needs.....	8
Revenue Forecasts (If Applicable for Multiple Trucks)	8
Implementation Timeline.....	8
Supporting Documents	9

Executive Summary

Rolling Flavors Food Truck brings gourmet street food to Metro, offering a fusion of international flavors prepared fresh on the go. The truck specializes in high-quality, locally sourced ingredients and serves bustling office districts and community events. Launching in March 20XX, the goal is to generate \$150,000 in revenue during the first year by building a loyal following through targeted outreach and consistent quality.

Food Truck Company Overview

Rolling Flavors Food Truck delivers globally inspired street food that combines creativity and convenience. The truck will feature a vibrant, branded exterior that stands out in any location, while the interior is equipped with top-tier cooking equipment to ensure efficiency. Everett Crosse, an experienced chef and entrepreneur, will lead operations committed to innovation and exceptional customer service.

Market Analysis

Target Market

The food truck targets busy professionals, event attendees, and food enthusiasts aged 18–45. Metro's thriving downtown area and regular event calendar provide weekly access to over 30,000 potential customers.

Location Analysis

Primary service areas include high-foot-traffic office parks, weekend farmers' markets, and community events. These locations attract steady crowds and align with the truck's target demographic.

Competition Analysis

Direct competitors include existing food trucks and fast-casual restaurants in Metro. Rolling Flavors differentiates itself through unique menu offerings, such as its signature "world wraps" and a robust social media presence informing customers about its location.

Menu and Product Line

Offerings and Pricing



The menu includes globally-inspired wraps, bowls, and street snacks, priced between \$8 and \$15. Signature dishes, such as the “Mediterranean mezze wrap” and the “Asian Fusion Bowl” balance affordability with gourmet appeal.

Mobile-Specific Food and Beverage Options



All menu items are designed for portability, ensuring ease of consumption for customers on the go. The beverage menu features handcrafted sodas and cold-brew coffee options.

Marketing Plan and Sales Strategy

Local Outreach and Mobile Marketing Strategies: Rolling Flavors will leverage social media platforms and geolocation tools to attract customers to its rotating locations. Local partnerships with event organizers and breweries will expand reach, while a loyalty program encourages repeat visits. Grand opening promotions, including free samples and discounted meals, will generate buzz and initial traffic.

Operations Plan

Vehicle Setup and Maintenance	Route Planning and Scheduling	Staff Training for Mobile Operations
The food truck is a custom-built, fully-equipped vehicle for high-volume food production. Weekly maintenance checks will ensure smooth operations and compliance with safety standards.	Routes will prioritize locations with high visibility and foot traffic, with a flexible schedule tailored to customer demand. An online reservation system manages event bookings.	A team of four staff members, including one additional chef and two servers, will complete a two-week intensive training program focused on food preparation, customer service, and mobile-specific workflows.

Health and Safety Compliance

Rolling Flavors will adhere to all local health department regulations, including food storage, preparation, and sanitation practices. Staff training prioritizes safe handling and emergency procedures.

Management Structure

Rolling Flavors Food Truck operates under a clear leadership structure to support culinary innovation and operational efficiency.



Everette Crosse, Owner/Operator

12 years as a chef specializing in global cuisine and event catering



Diana Kennedy, Operations Manager

8 years in food service logistics, focusing on mobile food operations and scheduling



Name. Title

Experience

Financial Plan

Startup Costs and Funding Needs

Startup costs total \$100,000, including the purchase and outfitting of the truck, marketing expenses, and initial inventory. Funding occurs through personal savings and a \$60,000 small business loan.

REVENUE FORECASTS (IF APPLICABLE FOR MULTIPLE TRUCKS)

Projected revenue for Year 1 is \$150,000, with a profit margin of 25%. Expansion to a second truck is planned for Year 3, targeting additional Metro neighborhoods.

Implementation Timeline

Phase 1

Months 1–2

Finalize truck design,
secure funding,
begin equipment
installation

Phase 2

Month 3

Hire and train staff,
launch a marketing
campaign

Phase 3

Month 4

Conduct soft opening
and trial runs

Phase 4

Month 5

Execute official
launch and get
participation for
community events

Supporting Documents

- Vehicle Title and Inspection Reports: To verify ownership and compliance with safety standards
- Food Truck Permit: To ensure legal authorization to operate within city limits
- Vendor Contracts: To guarantee consistent ingredient supply
- Staff Training Manuals: To outline workflows and safety protocols
- Marketing Campaign Materials: To show the presence of promotional strategies

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