

Loring's Food Truck
Business Plan
April 2016

I. Executive Summary

Loring's Food Truck is a mobile restaurant operating in the Berkshires. It uses local products to produce delicious, but healthy options for people in Berkshire County. In addition to traveling between the different towns in the Berkshires, Loring's Food Truck will also be at schools to provide healthy options to students after school. Our menu is designed to include all products that can be produced in the Berkshires in order to support local business.

II. The Business

A. Description of the business

My business idea is a food truck that will travel throughout the Berkshires selling local food. It will be stationed in the centers of different towns in the Berkshires to provide a quick to-go meal or snack, that is healthy. There are many quick to go options in the Berkshires, but very few offer healthy options and there are plenty of healthy local products in the Berkshires that can be utilized. I plan to use local farmers for fruits and vegetables, as well as for meat. I will use local bakers to produce the croutons, burger buns, and taco shells.

B. Target Market

My market audience applies to essentially everyone who is on the go in our area and intends to stay healthy while on the go. I will go to schools and target students who have to stay after for activities and go the towns at lunch and provide to working adults. The quick healthy and local items are the appeal. Many adults with busy schedules don't have time to pack lunch to go nor to sit down and eat at a traditional restaurant. The opportunity to get a healthy on the go meal would be very beneficial.

C. Competition

Food trucks are not popular in this area so my competition will be indirect for the most part. There are many restaurants in the area and many of them work to use local products as well. However most of them have a wait time. As far as fast on the go food there are very few healthy options. Those few on the go healthy restaurants are stationary, while the food truck is mobile and can travel around for customer's convenience.

D. Team

Loring's Food Truck will have three employees to start off who will take shifts working throughout the week and on weekends. Someone will need to handle register (taking orders, collecting money). Then there will need to be another employee in the back cooking and preparing the food. If it is a busy time that person might need an assistant.

E. Skills and experience

Michaela Loring has worked in a restaurant before so she has experience with food and customer service. Growing up on a farm she has experience with growing food naturally and an understanding of local foods. She believes all these skills will be helpful while working on the business. She also has taken economic and entrepreneurship classes in school which will be helpful when it comes to the market and finances of the business. Finally she has participated in many leadership situations, which will help while managing the business.

III. Financial Data

A. Start up expenses

The total start up cost for the business is \$7800

Equipment and Furnishings - \$3100

Improvements - \$1000

Advertising and Marketing - \$500

Registration, Licenses and Permits - \$850

Deposits - \$2000

In order to cover these costs, I plan on trying to save up and cover half the costs on my own which is \$3900. Then I plan to raise the other half through programs like Go-fund me or on social media.

B. Budget

The annual costs will add up to be around \$43,000 between paying for two employees, food, gas, and advertising. It will be around \$3,000 per month to cover the annual costs. As time goes on the business will grow and then the monthly costs will grow as well.

Menu:

Drinks: Bottle water, Strawberry Lemonade, Ice Tea, Kale smoothie

Sides: Parmesan fries, Kale chips, Fruit salad

Soup/salad: Red salad, Potato leek soup, Chicken Caesar salad

Food: Taco salad, Fresh burger, Pork, chicken, and beef tacos