

Food Truck Template

A. Core Concept & Brand Identity

- **Food Truck Name:**
 - **Concept & Cuisine:**
 - *(e.g., Gourmet Korean-Mexican Fusion, Artisan Wood-Fired Pizza, Elevated Comfort Food)*
 - **Mission Statement:**
 - *(e.g., "To bring restaurant-quality, globally-inspired street food to the heart of the city's bustling neighborhoods and events.")*
 - **Target Audience:**
 - *(e.g., Downtown Office Workers, Lunch Crowds, Festival/Event Attendees, Late-Night Bar Crowds)*
 - **Price Point:**
 - *(e.g., \$\$ - Fast-Casual Equivalent)*
 - **Unique Selling Proposition (USP):**
 - *(What sets you apart? e.g., Only truck with a custom-built wood-fired oven, hyper-local ingredient focus, famous signature sauce, vegan-only menu.)*
 - **Social Media Handles:** [e.g., @YourTruckName on Instagram, TikTok, Facebook]
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B. Permit, Licensing & Location Planning

1. Master Permit & License Checklist

- **Vehicle:** Mobile Food Facility Permit, Vehicle Registration & Insurance.
- **Business:** Business License, Seller's Permit, Federal EIN.
- **Health:** Health Department Permit, Food Handler Cards for all staff.
- **Local:** Fire Department Permit (for propane/gas), Parking Permits for specific zones/cities.

2. Location Planning Calendar & Strategy

Location Type	Pros	Cons	Key Considerations
Lunch Corridors (Business Districts)	Consistent weekday traffic, high volume	High competition, limited parking/time	Secure spots in advance. Partner with building management.
Dinner/Weekend Spots (Breweries, Nightlife)	Higher ticket averages, captive audience	Can be unpredictable, safety	Partner with breweries for recurring spots.
Festivals & Events	Massive volume, brand exposure	High fees, intense pressure, complex logistics	Apply 6-12 months in advance. Calculate true cost.
Farmer's Markets	Regular weekly schedule, family-friendly	Often requires seasonal commitment, early setup	Build a loyal customer base.
Private Catering (Office, Weddings)	High profit, pre-determined revenue	Requires sales effort, custom menus	Create a separate catering menu and pricing.

- **Quarterly Location Plan Example:**
 - **Q1 (Jan-Mar):** Focus on weekday lunch rotations. Apply for summer festivals.
 - **Q2 (Apr-Jun):** Launch brewery dinner series. Begin farmer's market commitments.
 - **Q3 (Jul-Sep):** Peak festival season. Execute catering events.
 - **Q4 (Oct-Dec):** Holiday office parties. Late-night events.

C. Commissary Kitchen & Operations Hub

1. Commissary Agreement Essentials

A commissary is a licensed commercial kitchen where you can park, store food, and prepare ingredients.

- **Required Services:**
 - Refrigerated & Dry Storage Space
 - Access for Vehicle Parking/Overnight Storage
 - Use of Equipment (e.g., Ovens, Sinks, Mixers)
 - Gray Water Disposal and Potable Water Fill-up
 - Trash Disposal Services
 - **Cost Structure:** Typically a flat monthly fee (\$[Amount]) or a per-day rate.
 - **Location:** Must be within a practical driving distance from your primary service areas.
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D. Weather & Contingency Planning

1. Weather Decision Matrix

Weather Condition	Action Plan	Communication Plan
Light Rain/Overcast	OPERATE. Use umbrellas, social media to confirm open.	"Rain or shine, we're serving! Grab a warm [Signature Item] today!"
Heavy Rain/High Winds	CANCEL/DELAY. Risk of low sales and safety issues.	"For the safety of our team & customers, we are closed today. See you tomorrow!"
Extreme Heat/Cold	OPERATE with adjustments. Stock more cold drinks/warm beverages.	"It's a scorcher! We're open with extra cold drinks on hand."
Event Cancellation	PIVOT. Have a backup "regular" location on standby.	"Due to event cancellation, find us today at [Backup Location] from 12-2pm!"

2. General Contingency Plans

- **Equipment Failure:** Have contact for an onsite mobile generator/refrigeration repair service.
 - **Low Inventory:** List of local suppliers for emergency ingredient runs.
 - **No-Show Staff:** Cross-train all staff on all stations. Manager can step in.
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E. Mobile Point-of-Sale (POS) & Technology

Comparison of Key Mobile POS Needs:

Feature	Why It's Critical for Food Trucks	Top Options (e.g., Square, Toast Go, Clover)	
Offline Mode	Processes payments even with poor cell service.	Essential.	Square is renowned for this.
Hardware Bundle	All-in-one terminal with card reader & printer.	Simplifies setup in tight space.	All major providers offer kits.
Transaction Fees	% per swipe + fixed fee.	Impacts thin margins. Compare rates.	Negotiate based on volume.
Menu Management	Easy to update items/sold out status on the fly.	Crucial for limited, changing menus.	All have robust apps.
Customer Display	Shows order total to customer for transparency.	Reduces disputes in noisy environments.	Available as add-on.
Integration	Links to accounting, scheduling, loyalty.	Streamlines back-office work.	Toast, Square have full ecosystems.

- **Chosen System:** [e.g., Square]
 - **Backup Plan:** [e.g., Keep a manual imprinter (knucklebuster) for true emergencies.]
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F. Event & Catering Opportunity Assessment

1. Go/No-Go Event Assessment Checklist

Criteria	GO (Profitable & Strategic)	NO-GO (Avoid)
Fee Structure	Flat fee < \$[e.g., 500] or < [e.g., 15%] of sales.	High percentage (>25%) or unrealistic flat fee.
Expected Attendance	> [e.g., 2,000] people for a large event.	Vague or unverifiable attendance numbers.
Food Truck Count	[e.g., 1] truck per [e.g., 1,000] attendees.	Too many trucks for the expected crowd.
Target Audience	Aligns with your concept (e.g., families, foodies).	Mismatch (e.g., vegan truck at a bacon fest).
Logistics	Easy load-in/load-out, power/water provided.	Complicated, far away, no vendor support.

2. Catering Opportunity Tiers

- **Office Lunch Drop-off:** Pre-packaged meals. Minimum order: \$[e.g., 200].
- **On-Site Catering (Office/Party):** Truck parks on-site. Minimum: \$[e.g., 800] + travel fee.
- **Wedding/Private Event:** Custom menu. Requires signed contract and [e.g., 50%] deposit.

G. Key Performance Indicators (KPIs) for a Food Truck

- **Daily Sales Goal:** \$[Amount]
- **Average Ticket Price:** \$[Amount]
- **Cost of Goods Sold (COGS):** Target [e.g., 28-32%]
- **Covers per Hour (CPH):** During peak, target [e.g., 25-40] CPH.
- **Social Media Engagement:** Track follower growth and post reach weekly.
- **Location Performance:** Track sales by location to identify "A," "B," and "C" spots.

H. Critical Path to Launch (Food Truck Focus)

- **Phase 1: Concept & Business Plan** (Complete this template)
- **Phase 2: Legal & Financial**
 - Form Business Entity (LLC)
 - Secure Funding & Business Bank Account
 - Obtain Federal EIN & State Tax ID
 - Secure Vehicle & Liability Insurance
- **Phase 3: The Truck & Commissary**
 - Purchase/Lease Truck or Trailer
 - Build-Out & Kitchen Equipment Installation (Health Dept. Approved)
 - Secure Commissary Kitchen Agreement
 - Pass Health Department Inspection *on the truck*
- **Phase 4: Operations Setup**
 - Acquire All Permits & Licenses (The "Permit Packet")
 - Set up Mobile POS & Technology
 - Establish Supplier Relationships (Food, Paper Goods, Propane)
 - Hire & Train a small, cross-functional team
 - Conduct "Friends & Family" Soft Opening
- **Phase 5: Launch & Marketing**
 - Finalize Grand Opening Week Schedule & Locations
 - Execute Social Media Blitz (Truck Photos, Menu Reveals, Location Teases)
 - Launch!