

Executive Summary:

My proposed project is to provide a food truck that will not only be known for serving great food, but also an environment to relax, socialize, and network. The food truck will start running within six months with a cost not to exceed a budget of \$50,000 and will become profitable within 30 days. It will offer a great selection of food, like sandwiches, hamburgers and hotdogs and even deserts. The food truck will be parked in a heavy traffic area to increase potential customers. There will be two tables with 6 chairs to seat a few customers while they wait for their food or to eat their meals. We plan on offering discounts to local business owners to increase revenue as well.

Reasons:

The plan for this food truck is to gain tons of revenue from the location and demand of the food that's being offered. We will be parking in a busy, metropolitan area which is in dire need of a food truck since the people who live within the area is either working, going to the college campus around the corner or just want to enjoy some tasty food on their way home.

Business Options:

The strategic goal is to become the preferred food truck in the market area. The objective is to provide the best tasting food in a friendly, comfortable, and inviting environment at an affordable price. After completing this project, we would hope to have the ability to build a strong brand identity and recognition to, in the long run, open a restaurant.

Expected Benefits:

The expected benefits include; becoming a profitable food truck, obtaining customer loyalty, obtain a great reputation and maybe starting a franchise or opening a restaurant.

Expected Dis-Benefits:

The food truck might have a negative impact on local food businesses in the area as their customers might prefer to come to my food truck for a quick bite instead of dining in, and can result in less revenue for my competitors.