

# Simple Business Plan Template for a Food Truck Business

Business name: \_\_\_\_\_

- ☐ I have checked this name is an available domain (on [Jumpstarter.co.nz](https://jumpstarter.co.nz))
- ☐ I have purchased this domain to help secure my business identity



## Key partners



Who are the key people or organisations that will help your business succeed?

Who are your suppliers or collaborators? / What resources are they providing? / What activities do they help with? Think: ingredient suppliers, local markets, event organisers

## Key activities



What important things does your business need to do to deliver value to customers?

What do you do every day to keep the business running? / What do you need to do to attract, retain, and serve customers? Think: menu prep, daily setup, food service, cleaning

## Value proposition



What makes your business valuable to customers?

What problems are you solving for them? / Why would they choose you over others? Think: quality, flavour, convenience, uniqueness, speed

## Key resources



What do you need to make your business work?

What assets are required to create value and deliver it? Think: food truck, kitchen equipment, staff, ingredients, permits

## Customer relationships



How do you interact with your customers?

What kind of experience do they expect? / Do you offer personal support, self-service, or community?  
Think: friendly service, social media engagement, loyalty cards

## Channels



How do customers discover and interact with your business?

Where do they hear about you, buy from you, and get support? Think: Instagram, food festivals, Google Maps

## Customer segments



Who are your customers?

Who are you creating value for? / Are they a broad group or a specific niche? Think: lunch crowds, event attendees, late-night diners

## Cost structure



What are your biggest costs?

What do you spend money on to run the business? Think: ingredients, fuel, maintenance, staff, event fees  
Are you: Cost-driven (low-cost, lean setup)? / Value-driven (premium, focused on experience)?

## Revenue streams



How does your business make money?

What do customers pay for? / How do they pay you? Think: food sales, event catering, private bookings