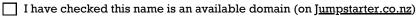
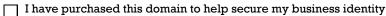
# Simple Business Plan Template for a Food Truck Business

Business	name:	







#### 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

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

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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

