



Amigos Food Trucks  
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## FOOD TRUCK BUSNIESS PLAN



**BY :**  
**AMIGOS FOOD TRUCKS**

# FOOD TRUCKS



- The concept from wild-wild west ;) .A Truck modified into a multi functional kitchen, equipped with the best tools inside the kitchen to serve it customers from Veg to Non-Veg with aroma of difference .A difference of trend , a difference of creativity and a difference of happiness. Food Trucks is a business for non- businessman , for those who are creative enough to showcase there love for food to people all around. ***Food is a passion and FOOD TRUCK is a obsession.*** .Which only different thought of people can do and guess what ,who are these people, THE BELIVERS , THE DREAMS , THE STRONG, THE LOVERS, THE ADMIERS , THE RISK TAKERS, THE HIGH TIDE SAILORS & THE HAPPINESS VENDOR .

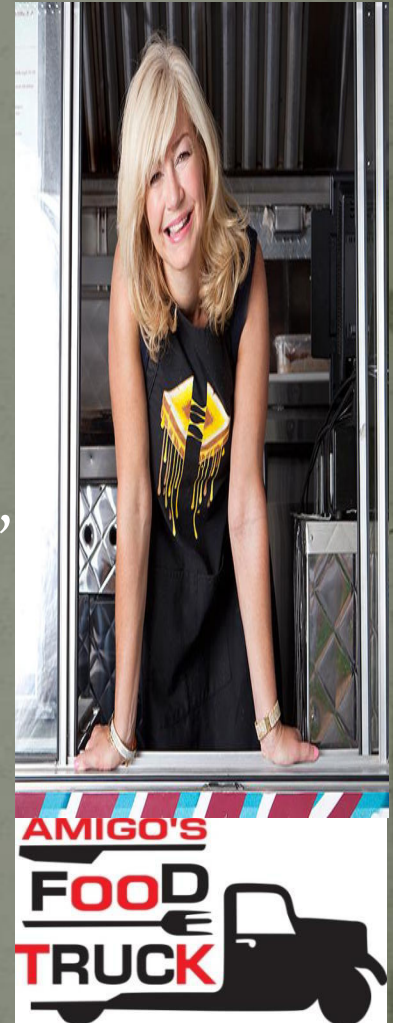




# ☺FOOD TRUCKS☺



No caste No Creed ,  
Food is a passion I believe,  
I can serve it well ,  
stare other's while they eat.  
Serve the happiness, with joy ,  
sharing my passion , ohh boy☺ ,  
Food is my passion I believe ,  
If a smile I have earned,  
Fruits of life I have achieved .  
No cast no creed,  
Food is my passion I believe



# WHY FOOD TRUCKS?



Food Trucks is a business with minimum input and maximum output, truly saying .Its a business that doesn't need extra spices for anything ,nor investment, nor labour , nor electricity, nor equipments , nor costing , nor maintenance , nor advertising , nor marketing .You do enough that's all , you will have the maximum returns .Its the only business that pays you from day 1 .Its a business where you can multiply in years to 4 outlets if all goes fine .With minimum of Lac Rupees Profit , its one of the most attractive and passionate business yet to be a part of Indian economy.



# ADVANTAGE OF FOOD TRUCKS AS BUSINESS

- Its about to be India's Most Promising Business soon
- Its don't need big investment
- Its Minimum Input with Maximum Return
- Its Creative and Innovative
- Its Market is huge (eg : Locations, Festival ,College Fest, B'day Parties ,Ceremonies , Get to together's)
- Switching Locations
- No Security Deposits or Emi's Like in shops in mall etc
- Most important – A change from the regular.
- People are running for junk and easy food.
- In reach and hygienic.
- No need for extra marketing except social media



# Investment Chart

- FOOD TRUCK
- FOOD TRUCK TRANSFERING ON SELF NAME
- LICENSES
- TRANSPORTING
- 3 MONTH BACKUP OF LABOUR SALARY
- MARKETING STUFF (menus, pamphlets )
- DAILY TRANSPORT
- ELECTRICITY EXPENSE
- SELF EXPENSE
- DISPOSABLES
- RAW MATERIALS





# DESIGNING A FOOD TRUCK

- Menu
- Carpet Area.
- No of Crew.
- Type of Vehicle.
- Design
- Kitchen Equipment's.
  - Power Supply
  - Entertainment
  - Graphic
- Name of the Truck
- Power back up
- Drainage System
- Water Supply System
- Garbage STATION





# Budgets For Food Truck

- Budget for Vehicle
- Budget for Kitchen Equipments
- Budget for Cosmetics
- Budget for Power Supply
- Budget for Power Back up
- Budget for Total Manufacturing of Food Truck
- Budget for Transporting Vehicle
- Budget for License and Permits
- Budget for Marketing Products (Menu, Pamphlets, Paper Bags, Printed Napkins, Printed Dress Code)
- Quotations from Vendors
- Budget for 1<sup>st</sup> day





# Budget's

quality is not expensive ,its just quantity is mind set

- Some thing only you can answer
- A part only you can stretch
- A part only you can compensate.
- A part only you can decide.
- A part only you can compromise
- A part only you can question your self.



*“when you jump in an ocean, EVEN IF you don't know how to swim, don't think ,in how many ways you can die .THINK THE ONLY WAY, YOU CAN SAVE YOUR LIFE”*



# quotes TO F😊ll😊w

“For initial 15 days , its always good to finish with material than to go home with rest material”

“A expensive Vendor is a 😊 cool , if he is @ your door steps, when ever you need”

“like in love , its important ,to know your importance by getting annoyed,angry sometimes , same is with the trucks , to know your value its always good to go short of stuff sometimes, you will get to know your worth”

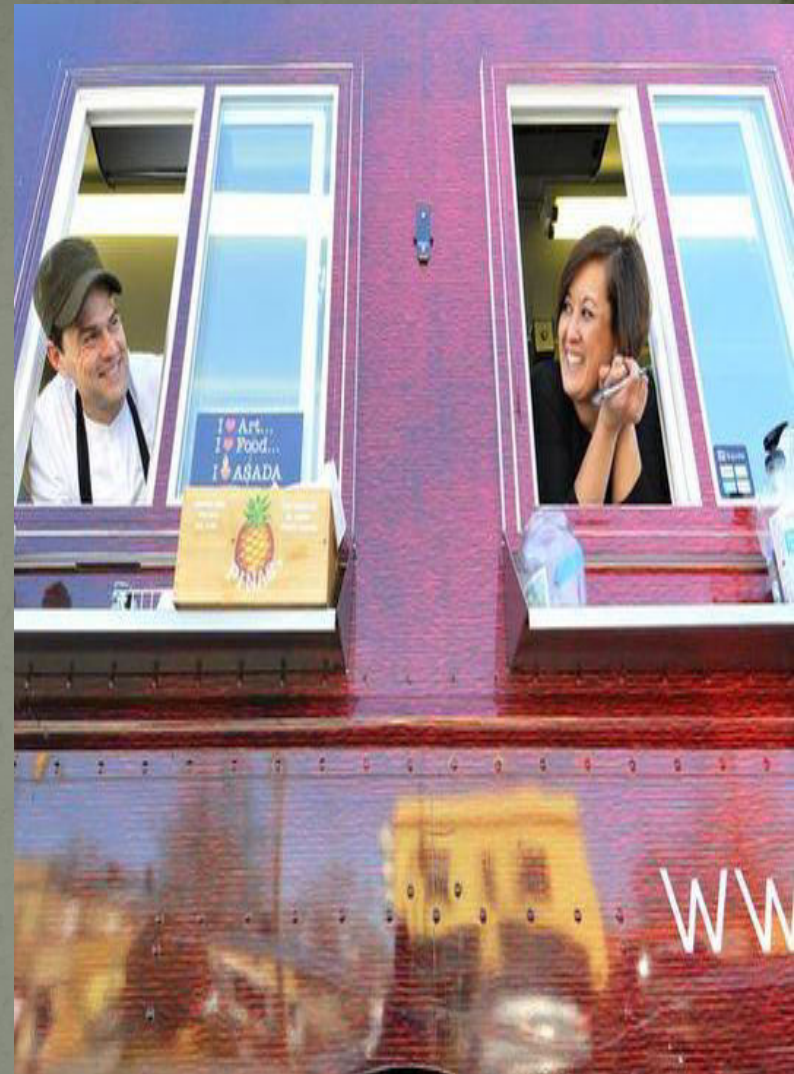
“don't change vendors like clothes”

“initially go with cash for the material, say no to credits ”

“keep a good check of quality and feedbacks”

“food is always served with a smile even if its to Pakistani “

“credit card is always dangerous while debit card always give clear picture of our pocket”





# quotes TO F😊ll😊w

“don't be in dilemma that you are in job and can stay lavish, in business first 6 month every single penny is counting”

“be gental to labour – or saying it true ..don't believe them”

“always keep back up for labour”

“hit the iron when its hot, when you know how its run, don't wait .go for next outlet”

“be humble , be generous , be cool , be patient , be loyal , be quick , be jack of all trades ,be a Food Trucker”

“don't try to be a part of a crowd , try to create your own”



# Budget for 1<sup>st</sup> day

start with the best one,

Smile to customers like you are in love with someone,

serve with humbleness,

food is all about sharing happiness.

Keep your fingers cross,

take feedbacks,

And it's always good to make friends with some talks☺.

Greets the customers with generosity,  
happiness don't cost, so serve it for free.

Keep your morals up,

you have come so far, its just cant only be your luck.

Food is a way of relation without blood streams,

play some music,

if its kids , invite them with some vanilla ice cream.

Keep your vendors always on top of the chart,  
in India , its always good to welcome “police”  
with smiling face and abusing hearts;).

Thanks god for the first day feast,  
It's a starting ,smell the sweetness of you sweat,  
And feel the heat.

Start with the best one .....(POETREZZ ISLAND)





# DAILY EXPENSES    DAILY SALE



- Make a inventory sheet for all the raw material in need
- Create an excel sheet for the daily expenses
- Create an excel sheet for the daily sell
- Create an excel sheet for the profits
- Create at least for six month monthly report
- Create a record of labour salary
- Give them a salary slip ,if possible
- Create a maintenance record for the kitchen , an keep note of it like invertor , genset, burners, fridges etc.



# Calculating Daily Expense

- Example : if I travel 10 km from my base kitchen to my 1<sup>st</sup> point, with four crew, one driver , 2 chefs , one helper. With all veg items at the serve considering only the snacks products.1 Stopped at my first location for 3 hours ,with my genset running a full load capacity and considering my raw material finished in 3 hours.
- Considering we sold 150 burgers = Rs 25 , 150 chawmein Plates = Rs 25
- = Rs 7500/-

CALCULATION : Diesel cost for 20 km + 1 driver cost/day + 2 chef cost/day + 1 helper cost/day + cost of packaging + cost of napkins + cost of diesel for kitchen equipments + cost for authority + cost of raw material + cost of sauce pouches + cost of maintenance per trip

@ aver of 7/lt = diesel = 165 + 300 + 500 + 400 + 250 + 50 + 200 + 150 + 2500 + 170 + 50

= Rs 4735 . But lets take it Rs 4800 your maximum expense

PROFIT : 7500 - 4800 = Rs 2700/- trip

If you are doing two trip a day its Rs 5400

Means you are going home with Rs 162000/-MONTH





# Do n'ts of making budget

- Don't over crowd your food truck with useless machines
- Don't over spend on getting you name on paper bags, napkins, menus etc. (eg: Mc D still don't give a printed napkins)
- Don't call for more raw material then expected sell , its get waste.
- Save electricity
- Save water
- Keep a hygienic check always



# Licenses & Permits

*Until you jump in the sea ,  
you wont get 2 know ,if you can or if you  
cant 😊😊*

- THERE IS NO LAW FOR FOOD TRUCKS IN INDIA ,LIKE PERMITS ETC.
- WHAT I DID , I SHARED ,WHEN U DO , U SHARE😊
- Your truck papers , Tin Number , Fsscai , Fire Certificate , Insurance to the Kitchen
- There is no local or national body to define that you can and you cant .There is no Noc's so don't get stuck in between brokers.







# Food Truck Association

- All Food Trucks can be from diff place , diff background , diff lifestyle and diff cast but what unite all of them is there passion for Food Trucks
- Be a family for a family
- If we are looking for multiple trucks and a big take over of stilled restaurants and others. We have to move together , we have to create national and then a local food trucks local associations.
- Association is no third party , its we all taking care of each other , by being together
- Association will be a hub for bigger fest , bigger get together , bigger discussion , bigger help and bigger business.
- Association will help in getting you all legal permits and help and will try to get it official once the body is formed.

*“The feast of victory always go hand in hand of true unity”*



- Food trucks Association will be a body which will try to resolve problems that the Trucker may face , try to strengthen there business by creating Food Truck Festivals , giving everyone help and support to Trucker related to funds and labour problem , if they are facing one etc
- Food Truck Association will held meets and tie ups from different cooperates and other bodies to give food truckers more and more opportunity to expand and spread.
- Food Truck Association will invites investors from nationwide for the truckers to multiply there outlets by presenting there Food Truck Profile.



# AMIGO'S FOOD TRUCK





# Advertising

“creativity is a god gift to everyone, find yours and use it”

- Your Truck is Your biggest Advertising
- don't build a brand with money, build a brand with quality of food you serve.
- Don't invest too much on menu's printing and pamphlets
- Use Social Media to advertise and build your brand
- Build your menu on basis on best of you
- In food business words to words advertising is strongest
- Use your creativity ,use your mind & create a hangout.



# Menu

- Don't stretch it with bla – bla n bla
- Use your expertly
- Keep it short an simple
- Think ,do infinite R&D, discuss over , talk about , calculate the cost per product, because trust me , once which you get over on 1<sup>st</sup> day , you cant or I should say don't dare to touch it before time arise.



*“Price is like a face of a SUPERSTAR, everyone wanna c it and admire it and applause it but if they have to pay extra to c it, trust me you will cut down most of the gathering.*

*“Price is such a big game changes that your business will collapse like the tower of cards by blew of air if you dare to touch it before time arise”*





# Amigos Food Trucks

- Amigos Food Trucks is not just a manufacturing firm ,specialize in manufacturing the customized food trucks for the customer , its always try to give right guidance and support to have a successful business also. Amigos Food Trucks aims to create
- A nationwide hub for Food Truckers
- Try to unite all Food Truckers under one roof of Food Truck Association
- Try to give wings to all its customers by giving them co-operate tie ups,seed funding and investor introductions.
- Try to bring more and more innovative and creative ideas into the market but in budget of the customers
- Try to organize and stabilize the food truck in India.
- Creating more and more opportunity of business for Food Truckers by organizing Festivals , Road Ramps all over India.



# Usefull quotes – chanakya



“A person should not be too honest.  
Straight trees are cut first and honest  
people are screwed first”

“Before you start some work, always ask  
yourself three questions - Why am I  
doing it, What the results might be  
and Will I be successful. Only when  
you think deeply and find satisfactory  
answers to these questions, go ahead”

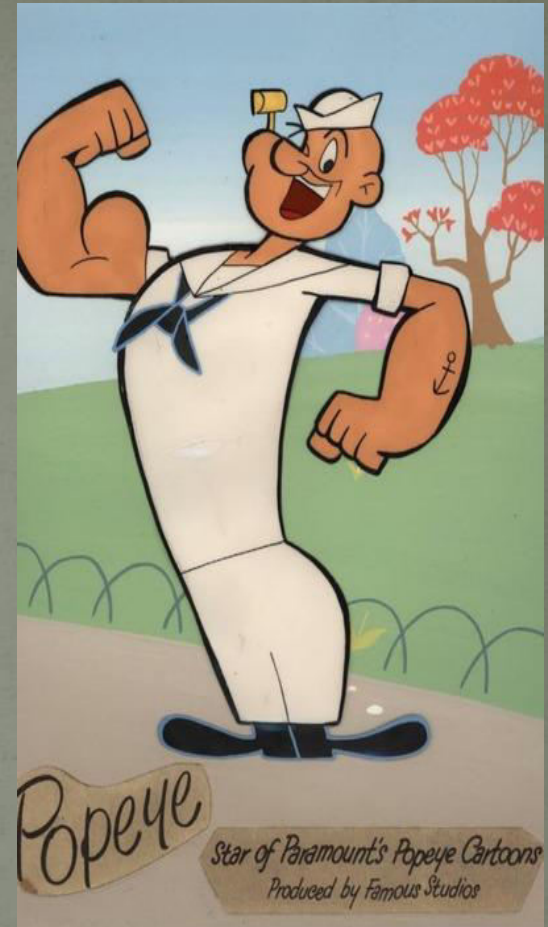
“Once you start a working on  
something, don't be afraid of failure  
and don't abandon it. People who  
work sincerely are the happiest”



# AMIGOS FOOD TRUCK

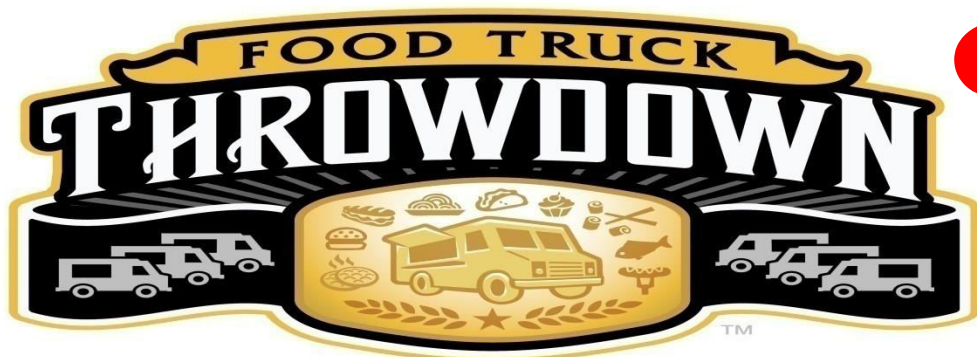
SAGAR SINGH ? Not Popeye for sure, hahaha What's common between me and Popeye is that we both were or are sailors .I

been in Merchant Navy worked for Five Years. Then thought something out of the box just like most of you and planned to go for a FOOD TRUCK And that too in Meerut. My experience was like ohhh!! my god. People over warming reaction was like ,someone from Village have got Lamborghini in Dowry And he is running it on muddy roads of village. The concept really kicked the people. Initially it was just to earn on daily basis , I faced a situation when my chef left and I myself was zero in my knowledge over preparing but Manufacturing was something I knew from the scratch and if I don't have anything also , I know ,what I have to do. I want to be connected to Food Truck in any case, So I thought if not Food Truck then Manufacturing .Its k for me . I haven't had that bigger vision ,the one I have today. For me Food Truck is a more about expressing myself in more creative way. For me its more of a passion then a business.





# FOOD TRUCK RENEGADES

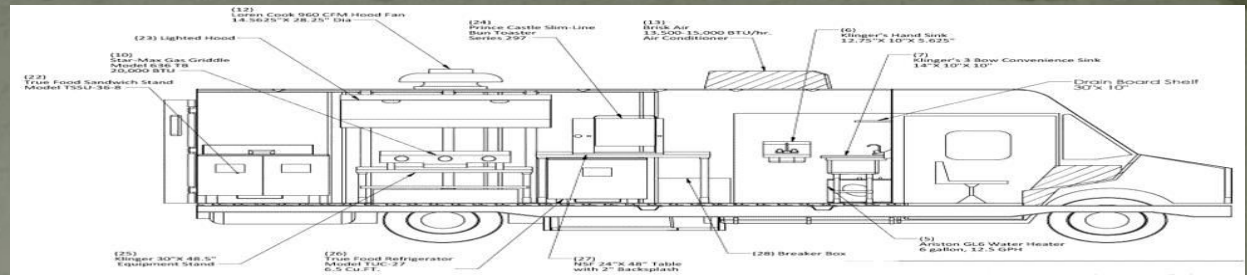


## ORGANIZING





# Thank You



Hope the work would have been helpful for you.

Food Trucks is a passion ,  
Living it long life is a devotion .

[www.amigosfoodtrucks.com](http://www.amigosfoodtrucks.com)

