

# Business Plan

## Executive Summary

- Carley's Better Breakfast (CBB) is a mobile breakfast truck focused on scratch-made, fast handoff (<60s)
- We serve commuters and families on-the-go with biscuits, pancakes, waffles, tortilla wraps, eggs, bacon
- v2 website adds a live map, assets gallery, and online deck/plan; v1 features an interactive price-calculator

# Business Plan

## The Problem

- Morning food often trades speed for quality (or vice versa).
- Lines + friction, inconsistent taste, and limited ways to customize.

# Business Plan

## Our Solution

- A small focused menu that tastes great and moves fast.
- Signature 'Biscuit Roll w/ Gravy' & a guided build flow.
- Transparent pricing, repeatable routing, and social-driven pop-ups.

# Business Plan

## Market & Customers

- Primary: commuters, parents on school runs, nearby workers.
- Secondary: weekend pop-ups, local events, sports mornings.
- Geography: SR-82 corridor + nearby neighborhoods.

## Business Plan

### Menu & Pricing (example)

- Base: Biscuit 2.50 • Pancake 3.00 • Waffle 3.50 • Tortilla Wrap 2.75
- Protein: None 0 • Bacon 1.75 • Sausage patty 1.75 • Country Ham 2.25
- Egg: Fried/Scrambled 0.75 | Cheese: American 0.50 • Cheddar 0.75
- Plate add-ons: +2 waffles 2.50 • +2 pancakes 2.00 • +1 biscuit 1.50

## Business Plan

### Go-To-Market

- Daily route with posted time windows; map embedded on site.
- Announce specials & location via Instagram/Facebook/TikTok.
- Loyalty nudge: punch-card or QR-based rewards (future).

# Business Plan

## Operations

- Prep early; batch sauces and proteins; final assembly on truck.
- Tablet-based ticketing; warm-holding for speed.
- Food safety: time/temperature logs; supplier list (local eggs).

# Business Plan

## Team

- Family-run, hospitality-first culture. Carley as the brand spark.
- Roles: cooking, service window, routing/social updates.



## Business Plan

### Financial Overview (illustrative)

- COGS target: 28–34% depending on item mix.
- AOV goal: \$8–10; daily target: 120–180 tickets on week-days.
- Starter CapEx: truck outfitting, signage, permits, POS tablet.

# Business Plan

## Milestones

- M1: Route consistency and social cadence (first 60 days).
- M2: Online pre-orders for morning rush (quarterly goal).
- M3: Second truck or permanent kiosk based on demand.

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## Contact

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- Social: @CarleysBetterBreakfast (mock handles)