**📄 Rolling Delights – Food Truck Business Plan**

**Prepared By:**

[Your Full Name]  
**Course:** Project Management – Blackbucks  
**Date:** [Insert Date]

**🔹 1. Executive Summary**

**Rolling Delights** is a modern food truck business designed to bring tasty, hygienic, and affordable street food to urban and semi-urban areas of India. Our goal is to serve a diverse customer base ranging from college students and office goers to tourists and food lovers. With a compact, mobile setup and a menu full of fusion snacks, the business aims to achieve profitability within its first year and grow into a franchise-based model in the next 3–5 years.

We aim to blend quality with mobility, keeping startup costs low while ensuring a premium customer experience through good branding, local sourcing, and digital marketing.

**🔹 2. Business Objectives**

* Launch a fully operational food truck in [Your City] within 2 months.
* Break even within 12 months of operations.
* Serve an average of 100+ customers daily.
* Expand into a fleet of 3 trucks within 3 years.
* Build a recognizable street food brand in urban India.

**🔹 3. Market Research**

**Target Customers:**

* College students, young professionals, and local shoppers.
* Middle-income individuals looking for quick, hygienic meals.

**Competitor Analysis:**

* Local food vendors and small cafes.
* Other food trucks in city hotspots.
* Key gaps identified: lack of branding, inconsistent hygiene, and limited menu variety.

**Trends:**

* Increasing demand for quick bites and mobile dining.
* Rise in social media-based food marketing.
* People seeking fusion Indian snacks and Instagram-worthy food.

**🔹 4. Menu & Pricing**

We will serve vegetarian and fusion Indian snacks at affordable rates.

| **Item Name** | **Price (INR)** |
| --- | --- |
| Tandoori Paneer Wrap | ₹80 |
| Veg Momos (8 pcs) | ₹60 |
| Spicy Masala Fries | ₹50 |
| Oreo Shake | ₹90 |
| Masala Chai (kulhad) | ₹30 |

*Pricing is designed to be affordable while allowing for a healthy profit margin.*

**🔹 5. Financial Plan**

**Estimated Startup Costs:**

| **Expense Category** | **Cost (INR)** |
| --- | --- |
| Food Truck (purchase/setup) | ₹4,00,000 |
| Kitchen Equipment | ₹1,50,000 |
| Initial Inventory | ₹30,000 |
| Licenses & Permits | ₹50,000 |
| Staff (first month) | ₹60,000 |
| Branding & Logo Design | ₹20,000 |
| Marketing (launch phase) | ₹25,000 |
| Miscellaneous | ₹15,000 |
| **Total Estimated Cost** | **₹7,50,000** |

**Monthly Operating Costs:**

* Salaries: ₹60,000
* Ingredients & Supplies: ₹35,000
* Fuel & Maintenance: ₹10,000
* Marketing: ₹5,000

**Revenue Forecast:**

* Daily Sales Estimate: ₹10,000
* Monthly Revenue: ₹3,00,000
* Monthly Profit (after cost): ~₹1,80,000
* Break-even in ~5 months

**🔹 6. Marketing Strategy**

* **Social Media**: Daily Instagram Reels, YouTube Shorts, and customer photos.
* **Campus Tie-ups**: Partner with nearby colleges for promotions.
* **Loyalty Cards**: Every 10th item free.
* **QR Code Menu**: Easy contactless access and ordering.
* **Delivery Apps**: Register on Zomato/Swiggy after month 2.

**🔹 7. Operations Plan**

* **Operating Hours**: 11:00 AM – 10:00 PM
* **Staffing**: 1 chef, 1 assistant, 1 cashier/driver
* **Supplies**: Sourced from local markets daily
* **Waste Management**: Eco-friendly packaging and strict hygiene control
* **Location Strategy**: Parking near colleges, parks, IT hubs, and weekly local events

**🔹 8. SWOT Analysis**

| **Strengths** | **Weaknesses** | | |
| --- | --- | --- | --- |
| Low setup cost | Weather dependency | | |
| Unique branding + menu | Limited seating capacity | | |
| High mobility | Need for frequent location permits | | |
| **Opportunities** | | **Threats** |
| Franchise model expansion | | Food regulations/laws |
| Festival & event catering | | Rising fuel/ingredient costs |

**🔹 9. Timeline (Gantt Chart Overview)**

| **Phase** | **Duration** |
| --- | --- |
| Market Research | Week 1–2 |
| Business Plan Development | Week 2–3 |
| Design & Branding | Week 3–4 |
| Truck Purchase & Setup | Week 4–5 |
| License & Permits | Week 5–6 |
| Staff Hiring & Training | Week 6 |
| Social Media Promotion | Week 6–7 |
| Soft Launch | Week 8 |

**🔹 10. Conclusion**

Rolling Delights combines the love for Indian street food with the convenience of mobility, making it a perfect fit for urban India. With proper planning, brand identity, and customer focus, this food truck business can scale quickly and set an example for organized mobile food services.