

**ComeEats!**  
*Your satisfaction is our delight!*

**GROUP 4:**

Vaishnavi Arni

Chukwudi Benjamin Ukonne

Joan Chacha

Mradima Gunjan Sharma

# Table of Contents

<b>Executive Summary .....</b>	<b>3</b>
<b>Situation and Environment Analysis .....</b>	<b>4</b>
<b>a. Competitors .....</b>	<b>4</b>
<b>b. Economic factors .....</b>	<b>4</b>
<b>c. Cultural/ Social trends.....</b>	<b>5</b>
<b>d. Impact of Technological changes.....</b>	<b>6</b>
<b>e. Political/ Legal factors .....</b>	<b>7</b>
<b>f. Natural Environment.....</b>	<b>8</b>
<b>SWOT Analysis .....</b>	<b>10</b>
<b>Marketing Objectives .....</b>	<b>12</b>
<b>Target Markets.....</b>	<b>12</b>
<b>i. Primary Target Market – UT Dallas Students.....</b>	<b>12</b>
<b>ii. Secondary Target Market .....</b>	<b>13</b>
<b>iii. Tertiary Target Market - General Richardson community.....</b>	<b>14</b>
<b>Positioning .....</b>	<b>15</b>
<b>Service .....</b>	<b>15</b>
<b>Price.....</b>	<b>15</b>
<b>Promotion .....</b>	<b>16</b>
<b>Place .....</b>	<b>17</b>
<b>Implementation .....</b>	<b>18</b>
<b>Financial Projections .....</b>	<b>24</b>
<b>Evaluation &amp; Control .....</b>	<b>27</b>
<b>Appendix.....</b>	<b>Error! Bookmark not defined.</b>
<b>SAMPLE MENU AND PRICING.....</b>	<b>28</b>
<b>References.....</b>	<b>35</b>

# Executive Summary

“Goodness with Every Scoop and Happiness with Every Sip.”

As your neighborhood ice cream truck, providing you with a wide assortment of ice creams and beverages all year round, in and around the Richardson area. The possibility of having a go-to ice cream truck would make it easier for people to feel joy and experience fine, delicious ice creams and coffees on the go, something they wouldn't be able to experience from a local street vendor, and we aim to provide just that.

Our primary target audience is people in the age group of 18 – 35 years. This mainly includes students who may have part-time employment or even none. They are upwardly mobile, sociable, outgoing, friendly, value time with friendship groups, and care about how others perceive them. For this reason, we will be setting up our truck in places that are easily accessible and convenient for students to reach. We plan to set up our truck near stores like Walmart, Target, Tom Thumb, Sprouts, and residential areas like Frankford and Palencia on the west side of campus and near residential areas near campus and places like Northside on the east side of campus. Apart from having certain “hit” spots where we get significant business, we will also conduct polls to see where most of our crowd is on certain days.

We have identified competitors and assessed strategies to generate appropriate services, marketing plans, and solutions to stand out while keeping up with the ever-changing market trends. A new business needs to get its price right and use that as a growth lever. Hence for our first year of business, we will begin with a competitive pricing strategy to gain market share, meet our business goals, and build a brand that customers trust. Our sales target for the 1<sup>st</sup> year of business is \$400,000. We aim to reach this target through various promotional plans: social media marketing and flyer distribution, Influencer marketing, Discounts and offers, community outreach programs and loyalty cards, and lucky draws.

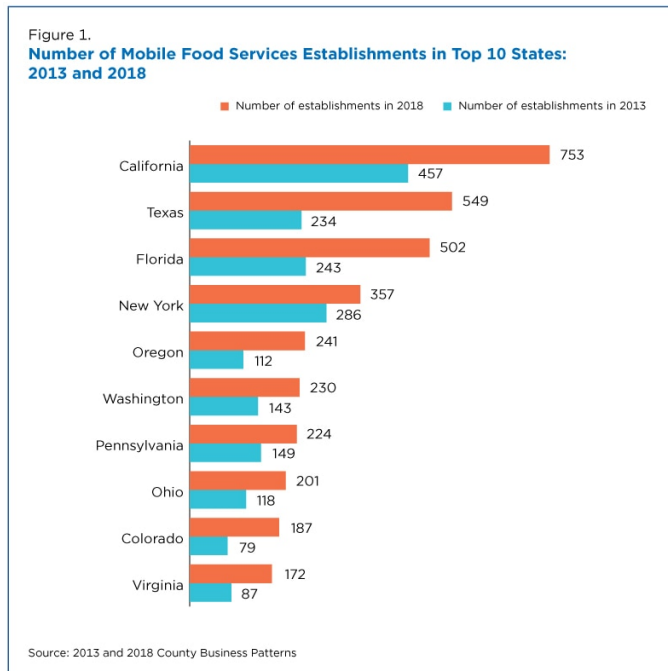
# Situation and Environment Analysis

## a. Competitors

As a mobile ice cream shop, ComeEats would be competing with UT Dallas dining and restaurants, [food trucks at UT Dallas](#), and dessert, fast-food, and coffee joints around UT Dallas. Though our target customers have many choices, our main competitors would be Starbucks, Trade Craft, and [Lemma Coffee](#) within the UTD campus. Outside the campus, due to the availability of Uber Eats, Grub Hub, and other food delivery apps, our competition will be higher and more widespread. As most retail stores also carry ice creams, it would be an additional layer of competition for ComeEats. Depending on the location of the ice cream truck that week, [Braum's](#), [Monster Yogurt](#), [Fat Straw](#), [La Madeleine](#), [Starbucks](#), [Smoothie King](#), [McDonald's](#), [Target](#), [Tom Thumb](#), and [Walmart](#) will be considered competitors to our shop. Due to the popularity of Starbucks, we will think it to be top competition for our beverage section.

## b. Economic factors

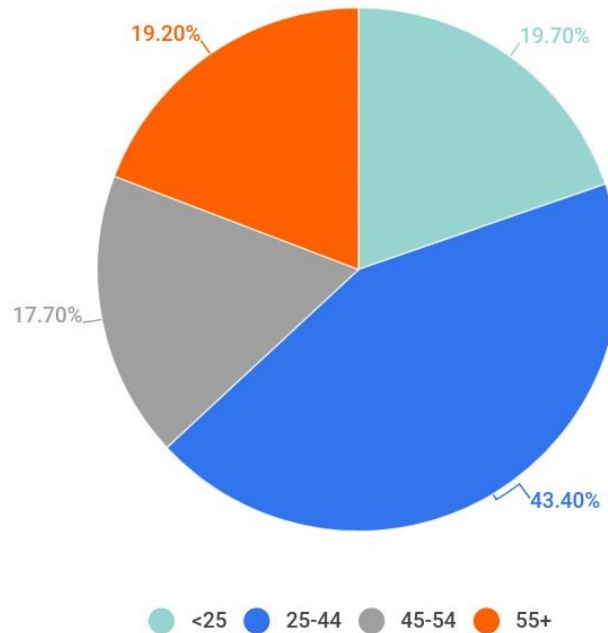
About 80% of the local food trucks are local small businesses since a food truck does not necessarily need a lot of investment and workforce. In 2017, food trucks reached a revenue of \$2.7 billion. Even though this is a small percentage of the actual F&B sales in 2017, food trucks show terrific opportunity in terms of economic growth as they were near to nonexistent a few years ago. Since our main target crowd is the young crowd in the Richardson area, we must keep in mind that a lot of the crowd is students with a small or no income. A considerable chunk of the crowd is international students, so our focus is on increasing affordability and not pricing too high. An excellent point to note is that food trucks have remarkable great resilience to the suffering economy. We've seen this in times like the recession and during the coronavirus outbreak. This is mainly because of their mobility and flexibility, and some have even called it a way to eat amid all the social distancing and covid-19 protocols. Another excellent point to focus on is that there is no state tax in Texas, hence some level of increased affordability for the customers.



### c. Cultural/ Social trends

Millennials make up most food truck connoisseurs - 47%, and many of them are returning customers. 43% of monthly food truck spending is done by 25 to 44-year-olds, and another 20% comes from customers under age 25, so it could safely be said that food trucks' target age group is those under 44. This goes well with our plan to market our truck majorly to the young population in and around UTD. There is a lot of diversity in the Richardson area due to the international students who go to college and many different eating habits. However, since ours is a sweet truck, we will be able to cater to the needs of all these students by offering desserts, beverages, and a few savory items on the go. With movements promoting local businesses now, there is a lot of easy support that we can get in the initial months. There's more emphasis on this support because local companies have smaller carbon footprints than more prominent companies and are more accountable and personal.

## FOOD TRUCK CUSTOMERS BY AGE



### d. Impact of Technological changes

The fast-food industry has evolved rapidly over the past few years in three ways.

- i. The first is that the emergence of food delivery services such as Uber Eats, Deliveroo, and Door Dash has impacted how consumers interact with fast-food restaurants. Rather than the typical “eat-in or takeaway” options, consumers now have the option of having their food delivered to them directly at their location. This has undoubtedly changed the face of the industry; fast food is now “faster” than ever and has had an impact on food trucks, kiosks, and other ‘traditional’ culinary establishments.
- ii. The evolution of contactless ordering, such as Tabletop ordering tablets. These devices are linked to the restaurant’s POSM system, which passes the orders directly to the kitchen. Many global fast-food brands such as McDonald’s have invested heavily in this technology. Thus, fast-tracking its adoption in the industry.
- iii. Adoption of Automated inventory management software helps fast-food businesses with inventory management, tracking food and beverage stocks, anticipating quantities, and even scheduling reorders no longer need to be time-consuming, tedious tasks.

All this being given, we see our decision not to incorporate a contactless delivery service into our business as a marketing advantage. Since the pandemic-induced lockdown eased up, people are looking for reasons to go out and connect with their physical environment and other individuals. We want to position come eats as an opportunity for community building and human engagement while enjoying a tasty snack.

However, we will use automated inventory management software because it helps reduce food wastage and eliminates the use of paper.

**e. Political/ Legal factors**

**Legal Requirements:**

Each state in the United States of America has slight variations of law and order to follow. Since our business is based out of the State of Texas, here are the legal requirements for establishing a Mobile food unit.

Every establishment must have a valid permit before operating, which is issued by the **Texas Department of State Health Services (DSHS)**

It is essential to acknowledge the understanding and must abide by requirements listed under the Chapter 437 of the Health and Safety Code under the Texas Food Establishment Rules

- Food Managers Certification/ Identification License
  - Texas Laws
    - [Texas Health and Safety Code, Chapter 438 - Public Health Measures Relating to Food](#) (HTML)
  - Rules and Regulations
    - [25 TAC §229.172 - Accreditation of Certified Food Management Programs](#) (HTML)
    - [25 TAC §229.176 - Certification of Food Managers \(Test Sites\)](#) (HTML)
    - [25 TAC §229.177 - Certification of Food Managers in Areas Under DSHS Jurisdiction](#) (HTML)
- Food Handler Certification
  - Effective as of September 1, 2016, all food employees must acquire a food handler certification from an accredited course within 60 days.
- Prepare your Menu
- Register your Business Name with the Office of the [Texas Secretary of State](#)
- Texas Health Permit
- Vending License
- **Food Truck Business License**
- Employer Identification Number
  - <https://www.irs.gov/businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online>
- Tax ID Number
  - All businesses must obtain a TIN Number before applying for the permit.
- Follow the Texas Administrative Code [Rule 228.221 Mobile Food Units](#)

- Complete initial Inspection before issuance of the permit.

<b>Mobile Food Unit Checklist</b>		
	<b>Mobile Food Unit Mobility</b>	A vehicle mounted, self or otherwise propelled, self-contained food service operation, designed to be readily movable, and constructed of corrosion resistant material; structure placed on a trailer shall be permanently affixed.
	<b>Preparation Area Protected</b>	Walls, floors, and ceiling are solid, light in color, smooth and easily cleanable; protect against weather, rodents, insects and other animals.
	<b>Central Preparation Facility (CPF) may include servicing area</b>	Approved by the health department; documentation (letter of authorization) required for approval; most recent inspection maintained on the MFU.
	<b>Servicing Area</b>	Place to fill up potable water and authorized to dispose waste water from the MFU (i.e. approved car wash; RV Park); A private home or living quarters may not be used; letter of authorization
	<b>Potable Water Tank</b>	Water must be from an approved source; permanently installed; tank labeled as "Potable Water" and have a ¾-inch inlet.
	<b>Liquid Waste Retention Tank</b>	least 15% larger than the potable water storage tank, permanently installed, sloped to drain 1-inch in inner diameter and labeled "wastewater".
	<b>Hot and Cold Water</b>	Under pressure and provided to all sinks.
	<b>Handwash Sink</b>	Shall be its own fixture; conveniently located and accessible.
	<b>Three Compartment Sink</b>	Each compartment shall be large enough to clean largest equipment/utensil.
	<b>Hot and Cold Holding Equipment</b>	Adequate to maintain Time / Temperature Control for Safety (TCS) foods at required temperatures.
	<b>Restrooms</b>	Provided; conveniently located.
	<b>Certified Food Manager Certificate</b>	Required if handling open TCS foods.

#### f. Natural Environment

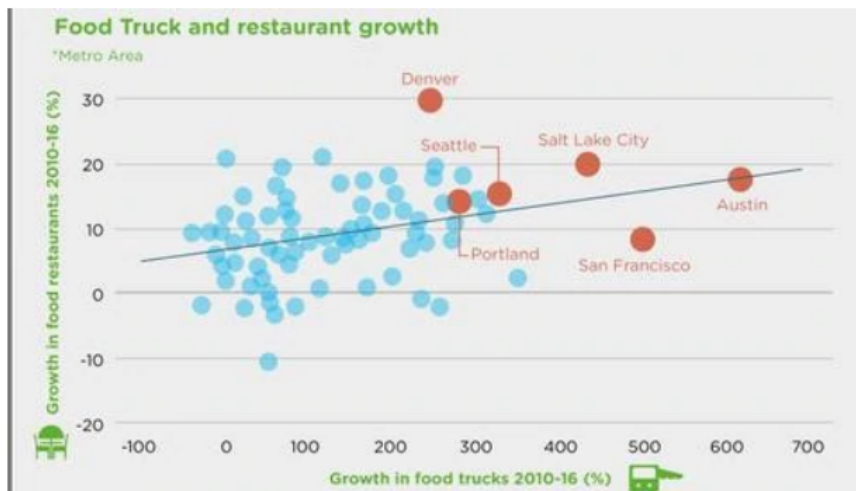
Cuisine trucks have evolved from being referred to as "roach coaches" to the epicenter of food innovation in the previous ten years. There are numerous barriers to entry and the ability to develop new inventive goods for mobile food trucks, resulting in focused and distinct approaches to culinary diversity.



The food-truck industry in America is quickly expanding, according to The Economist. According to their data, there are over 4000 food trucks across the country. According to IBISWorld, a market research firm, industry revenue expanded at a 7.9% annual pace from 2011 to 2016."

As a result of this tremendous expansion, the environmental footprint of all these trucks has increased significantly. Keeping the ecosystem's long-term viability in mind, we've taken a few safeguards to ensure our service doesn't hurt the environment. We've taken a few steps, including the following:

1. We'll be using paper plates, forks, to-go boxes, and plastic bags that are either reusable or less detrimental to the environment if thrown away.
2. Our items will be biodegradable, which means they will be easily composted and may be placed in a commercial compost bin, or they will be easily biodegradable or reusable if not.
3. We intend to concentrate on our purchases. This reduces the number of trips to the store to buy things, which reduces the vehicle's carbon footprint and allows it to go green.



# SWOT Analysis

STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> <li>• <b>Strong, experienced staff</b> This would mean hiring someone who is flexible working as a skilled driver (someone who is familiar with the routes and the prime locations) with being able to attend to customers - their orders, payment, and processing of the order.</li> <li>• <b>Brand recognition</b> Creating brand recognition by serving quality products with outstanding customer service and a fun &amp; interactive marketing strategy.</li> <li>• <b>Competitive Pricing</b> With our primary objective of attracting a great market share - we offer them our ice creams and coffee for a competitive price compared to the retailers while providing the services like Uber Eats.</li> <li>• <b>Flexibility in Location</b> Being a mobile truck business comes with the luxury of taking your business to prime locations.</li> <li>• <b>Fast Service</b> No Reservations are Required! All customers will be served on a first-come, first-serve basis.</li> <li>• <b>No Rental</b> Say no to the high rental costs forever!</li> <li>• <b>Free Marketing</b> Being a mobile business helps you market your brand for free. Moving through prime locations with your branded truck helps your brand reach more potential customers</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Limited Capital</b> As much as this is a good factor for start-up entrepreneurs, there is a limitation to what could be done with a food truck compared to a hotel or restaurant.</li> <li>• <b>Costly Ingredients</b> To differentiate themselves from competitors' retailers, food truck businesses must maintain competitive pricing while still having to bear the high costs and quality served, leaving them with lower profit margins.</li> <li>• <b>Lack of Information</b> Keeping up with new trends and customer preferences is a challenge. Obtaining such information and making almost immediate amends is crucial in being one step ahead of your competition and sustaining the business.</li> <li>• <b>Limited Options</b> This could be both a pro and a con to mobile businesses. Pro: you can focus on your specialties and create a brand. Con: you will be restricted from going creative and unable to expand and have wider options.</li> <li>• <b>Limited volume of sales</b> Due to limited space in the mobile trucks, running low on stock on a busy day is likely to happen. Arrangements to resolve such an issue could be expensive, starting from hiring a runner.</li> </ul>
OPPORTUNITIES (+)	THREATS (-)

- **Emerging Business**

Food Truck has been a very lucrative business in the past decade. This business could always flourish with a proper plan and continued exemplary service.

- **Partnership with local businesses and festivals**

There are numerous ways to promote a brand in a market. One popular means is to participate in festivals/carnivals or have tie-ups with local businesses.

- **Use of modern technology**

The use of technology like websites, apps, and social media can only be an add-on to a successful business.

- **Speed**

Limiting your menu from a variety and complex items can help you increase the speed in the time taken to serve a customer. This means increased transactions.

- **Lower price products from competitors**

Lower pricing by retailers can be a challenge to sustaining a business.

- **Legal Requirements**

Attaining permits and complying with them is a challenge.

- **Hygiene**

Lack of maintaining hygiene can cause a lack of business. Any product liability can cost you your business and is a huge legal penalty to bear.

- **Handling Challenging Clients**

Being a mobile business, you come across various customers from different walks of life - rich/poor, humble/rude, etc. Dealing with challenging instances can be a challenge and a sensitive matter as it could hamper the business's reputation.

- **Mechanical Breakdown/Accidents**

Unexpected breakdown of the vehicle can hamper business. Repairing can take days and can affect the business immensely since it relies on its daily numbers. Accidents can cause worse impacts and losses to the business.

# Marketing Objectives

1. We aim to reach a total revenue of \$490,000 by the end of 12 months and have a net income of \$153,000
2. Maintain 350 average daily orders for coffee and ice creams
3. Increase truck size, inventory according to purchase patterns and flavor popularity
4. We intend to have our website up and running by the 4th month (October)
5. Quarterly sales targets – expect a 25% increase over the first three quarters and a 30% increase over the last quarter.

## Target Markets

### i. Primary Target Market – UT Dallas Students

#### Demographics

Age distribution - 18-35

Gender – Gender-inclusive

Race - Race neutral but attractive to the international population

Relationship Status - Mostly unmarried

Employment Status - Unemployed and part-time employment

Occupation - unemployed students and students working part-time at UTD

Income - >\$20,000 per annum

#### Psychographic Analysis

Personality - Upwardly mobile, sociable, outgoing, friendly, and on the lookout for new experiences

Lifestyle - sporty but not overly concerned with eating healthy, values time with friendship groups and romantic partners but concerned about how much they spend in social gatherings

Socioeconomic Class - upper, upper-middle, middle, working

Habits - Spends a lot of time online but also wants opportunities to unplug, tend to treat themselves to an evening out with friends after a long week

Interests - eating out, sports, social media, fashion, arts, music

## **Geographic Analysis**

Location - UT Dallas Campus, Dallas-Fort Worth Metropolitan Area

### **Summary**

We have chosen this as our primary target market because we have a deep understanding of the needs and desires of students and how to cater to them. We are able

## **ii. Secondary Target Market**

### **Demographics**

Age distribution - 35 - 65

Gender – Gender-inclusive

Race - Race neutral

Relationship Status -Singles and Married

Employment Status – Full-Time Employment in UTD and environs

Occupation - UT Dallas faculty, auxiliary staff, and affiliates (Professors, Researchers, clerical, and admin-support staff)

Income - \$30,000 - \$120,000 per annum

### **Psychographic Analysis**

Personality - Professional but warm, looking out for networking opportunities, friendly, and on the lookout for new experiences.

Lifestyle - concerned with eating healthy but willing to occasionally indulge, values time with friendships and family, has enough disposable income to eat out sometimes.

Socioeconomic Class - upper, upper-middle, middle, working

Habits - spends a moderate amount of time online, partial to “real-life” events, tend to treat themselves to an evening out with friends after a long week.

Interests - research and academic pursuits, sports, healthy living, professional and career advancement

## **Geographic Analysis**

Location - UT Dallas Campus, Dallas-Fort Worth Metropolitan Area

### **Summary**

We have chosen this as our secondary target market because

### **iii. Tertiary Target Market - - General Richardson community**

#### **Demographics**

Age distribution - 25 - 50

Gender – Gender-inclusive

Race - Race neutral

Relationship Status -Singles and Married

Employment Status – Full-Time Employment

Occupation - Entrepreneurs, Founders, professionals across energy, tech, business, banking, and NGOs

Income - >\$50,000 - \$150,000 per annum

#### **Psychographic Analysis**

Personality - Very outgoing, looking out for networking opportunities, looking for alternative experiences

Lifestyle - work hard and Play harder, concerned with eating healthy but frequently indulges, values time with friendships and family, eats out often.

Socioeconomic Class - upper, upper-middle, middle

Habits - spends a moderate amount of time online, heavy spender, networking is integral to their career.

Interests - technology, entrepreneurship, sports, art, fashion, music, career advancement

#### **Geographic Analysis**

Location - Richardson and wider Dallas-Fort Worth Metropolitan Area

#### **Summary**

We have chosen this as our secondary target market because

## Positioning

ComeEats truck offers a wide range of ice-creams and beverages for our neighbors on the go as a quick and easy fix for both hot and cold needs. Whether it's the scorching sun or the winter breeze, we're here to satisfy your cravings all year round. With food delivery apps making it easy for you to have your favorite dessert at home, we intend to spread joy and cheer by giving people a chance to walk down memory lane and experience the finest treats in town.

Goodness with Every Scoop and Happiness with Every Sip.

### Service

Devouring an ice cream in the heat of summer can leave us feeling content, fulfilled, and happy. Nowadays, a pint or a cup of ice cream can be found at your nearest grocery store, most restaurants, fast food chains, and even on Uber Eats or Door Dash. ComeEats is an ice cream truck stationed at different spots every week near UTD and near common UTD off-campus student housing apartments. Our primary target market is students and children around this area; our prices also reflect this. Keeping in mind a student's budget, our prices are competitive, making them affordable to our target customers. As there are few food trucks around the UTD campus and even fewer ice cream trucks, we believe our ice cream truck will bring our product closer to you and sell the old-world charm of buying ice creams from an ice cream truck. Unlike most ice cream shops around UTD, we also have vegan options so that people of all preferences are welcome to try our products. Keeping in mind that you may not always want ice cream, we also have hot beverages like a cup of hot chocolate, coffee, and tea to suit your cravings. We will be using social media to promote our business and update our customers on where and when our ice cream truck will be stationed. You can visit ComeEats at a convenient location and enjoy the best desserts under the sky!

### Price

Getting the pricing right can be a powerful growth lever for a new business. With a product as loved as ice cream, we would like our prices to meet our business goals and build trust with our customers. Therefore, we have adopted a competitive pricing strategy for the first year that we launch our business. As we will be stationed in various locations around the campus, we compared our prices to popular dessert shops like Braum's, Monster Yogurt, Cotton Candy Donuts, and more. We expect the demand for ice creams, especially from an ice cream truck, to go down during the winter months and have a winter menu with a selection of hot beverages instead of ice creams. With Starbucks being the leading competitor, we have modeled our prices to compete with them. As for the savory items on our menu, we have used similar competitors like Braum's, Chic-Fil-A, Taco Bell, and Dunkin Donuts to set our prices. For the first year of our business, we will be offering all our products at either lesser than our competitors or matching the prices for some items like burritos and matcha latte due to the higher cost of the ingredients. This is being done to gain market share, increase our chances of success and

improve our profit margins. We plan to increase prices based on the sales targets achieved and adopt a mix of cost-plus and competitive pricing towards the end of year one. Another direction we could go here would be to adopt a penetrative pricing strategy, but as research shows, it isn't easy to maintain customer loyalty when increasing prices. Therefore, we have chosen the above method.

### **Promotion**

As a new business, our focus is on creating brand awareness with our offerings of ice-creams and beverages to attract customers who become promoters and further spread the word. Since we want to convert the awareness of the product among customers into a purchase, we would start with a push strategy. Once awareness and demand have been generated among customers, we can use the pull strategy to "pull" customers to purchase our products.

Our advertising message is "Your Satisfaction is Our Delight." The thought behind this advertising message is that we want to create a neighborhood ice cream and beverages truck that can cater to the sweet needs of the customers in the community all year round. From having basic ice-cream flavors to "trending" ice cream flavors, we try to deliver the best experience to our customers.

The projected budget for promotions is going to be \$1000. However, this is not evenly distributed through the months as some months the spending is lower than in other months. This is to keep the products well-advertised, the customers well-aware, and we can change our spending based on our sales in the future.

We intend to market our services to our customers in the following ways –

#### **1. Social Media Marketing and Distributing flyers**

When starting a new business, you need to create awareness among customers about the product, and this is a traditional method that has been used repeatedly because of its effectiveness. We intend to distribute the flyers throughout the UTD campus to raise awareness of our product.

#### **2. Influencer Marketing**

To create a buzz among the Gen Z and Millennials, it is essential to reach them through a channel that's always available and in front of them. Reaching out to influencers will increase our presence in the virtual world and help us get a push among the students.

#### **3. Discounts and Offers**

Offering discounts and promotions to our customers will help us increase our brand awareness as we push more people to buy from us, which will, in turn, help us increase revenue. This is also an effective way to track how well customers respond to or business promotion or no promotion and what works well with what kinds of customers.



#### **4. Community outreach – local performers, charity events**

We want to give back to the community as responsible members of the community, and we plan to do this through charity events, fundraisers, and providing local performers a stage.

#### **5. Loyalty Cards and lucky draws**

To improve market penetration and loyalty to the brand, we want to offer our customers loyalty punch cards. This will help us increase our repeat customers and make sure our customers keep coming back to us to reach higher loyalty circles and earn rewards. We also plan to have lucky draws every month, and one lucky customer wins a \$15 gift card every month.

## **Place**

What's the most important thing for a food truck? Location, location, location. Some experts say it's even more critical than the menus and the offerings. Keeping this in mind, we have chosen to station our truck at spots in Richardson, TX, where we can attract the greatest number of customers. The ice cream truck will be stationed for five days a week at one location mentioned below and will then proceed to the next stop. Once all locations are touched, the cycle will repeat. The locations of the ice cream truck are:

1. Near the [UT Dallas JSOM](#) building
2. Ground by the UT Dallas JSOM [Student Union](#)
3. Opposite [Northside Students Apartments](#) on the east side of UTD
4. Beside 7/11 on West Side by Estates on Frankford
5. [Twin Lakes Park](#) near MAA Highlands North
6. [The Pavillion](#) on Coit and Campbell

The locations mentioned above are close to UT Dallas and popular UT Dallas off-campus residences. The apartment complexes and the localities have many families with kids who will be excited to experience the ice cream truck service. These spots are also close to our critical competitors like Braum's fat Straw, Monster Yogurt, Target, and Le Madeleine. This strategy is employed to gain market share from our competitors as well.

## Implementation

Month	Marketing Activities	Estimated Budget	Target Market
June, July	As July 2022 would be the first month of our business, we will start promoting with a small budget using fliers and social media posts. As it is essential to develop brand and product awareness, we intend to start our social media efforts before our business launches to increase anticipation in June 2022.	\$600	The fliers will have the name of the business and the truck location schedule and will be distributed in and around the UTD campus.
August	We will be taking the help of social media influencers to increase our brand awareness. With Dallas and UTD having many food bloggers, we would like to partner with them to post 5 video/reel and image posts on social media to promote our business over two months.	\$1000 + \$250, goodies for their service, and discounts on our products	@imafoodaddictx, @eatingthebigd, @dallasfoodwander, and @imhungwey are some of the influencers we plan to target for this portion of our marketing efforts. These influencers are mainly on Instagram.
September	We plan to reach more customers by offering discounts. One of the promotional plans is the “Bring your Freind Combo.” A promo code will be provided as a coupon with your purchase which your friend/family can use on one of their orders. The promo code can be availed only in September and October of 2022 and can be redeemed only once. This promo code offers a discount of 10% on the friend’s order. The offer is valid on all products on a minimum purchase worth \$5. Your friend will also earn a promo code which they can pass on. A person can avail of only two	\$300	

	promos in two months. The promo code will be on paper as well as an SMS.		
October	We plan on partnering with up-and-coming local artists to provide entertainment for our customers. The intention here is to draw new and existing customers and create space for people to relax and enjoy with their friends and family. Artists will be partnering with us for the exposure, and we will be providing essential equipment (Microphone and Speaker) to assist their performance. As all our locations may not be conducive for live performances, we will be stationed for additional weeks where it's feasible to implement our efforts. We will be using social media to scout performers and spread the message. In addition, we will also reach out to up-and-coming artists on social media.	\$1,145	
November	We will be looking for mid-term partnerships with local food trucks, hangouts, and pubs to increase revenue. An agreement will be reached with this business to sell ice-creams under our brand name for a share of the profits. This initiative will start in November, during weekends (Friday, Saturday, and Sunday from 5.00 pm to 1.00 am), but it is intended to last longer depending on the contract. Once our deal is finalized, we will regularly market it on our social media accounts.	\$500	Rack Daddy's, The Billard Den, and Richardson Bar and Grill are some places we are targeting for this purpose.

December	<p>We will be using loyalty punch cards to increase repeat purchases and improve market penetration and brand loyalty. A card will be given to the customer on the first purchase of the month. The card will have five circles; with every purchase, the card will update, and at the end of 5 purchases, the customer is eligible for a free 20 Oz cup of beverage or medium ice cream of choice. This offer can be redeemed in December 2022 and January 2023. A card can be updated only once a day. We expect to give away 50-75 free products through this initiative in 2 months. We also plan to have a lucky draw every month, and the winner gets a \$15 gift card!</p>	\$400	
January, February	<p>To expand our business, we will be offering catering services for our ice creams and beverages starting in January and February 2023. As our truck will be stationed at discussed locations five days a week, catering services will be limited to 2 days a week. Our employees will be given additional compensation at the hourly rates for their time and effort during these hours. We will be promoting these events through social media and fliers. As our base is Richardson, we will only take on services in the Richardson area. We are expecting to cater 2 - 3 events in a month with 100-200 additional orders.</p>	\$215	<p>Our target market for this would be the children's birthday parties and events at the UTD and nearby office parks.</p>

March, April	For March and April 2023, we will be using a mixture of social media marketing, influencer marketing, and food truck festivals to grow our brand. We plan to partner with 3-4 food influencers in the DFW area to promote our products on their channels and gain a wider audience at the food truck festivals and our regular locations. We plan to attend food truck 3 - 4 food truck festivals this period. Any catering gigs will be undertaken during days we are not attending the food festivals. Our fee for the influencers would be the same as mentioned previously - \$250. We plan to sell ~300 orders of coffee at each food festival.	\$3000	People visiting the food truck festivals
May, June	The end of June 2023 would mark one year of our business launch. To mark this, in May and June, as responsible members of the society, we would like to give back to our community for supporting our venture in the form of donations to the Soup Kitchens to fight hunger in DFW. We will be making donations worth 10% of our profits in May to the chosen cause in the form of ice creams and beverages, and cutlery supplies. We will also be releasing new ads on social media for the upcoming Summer of 2023.	\$3709	Minnie's Soup Kitchen, Snap Kitchen Skillman, and Noth Texas Food Bank are some of our targeted food banks.

## Detailed Financial Projections – Start-Up Costs

EXPENSE	ESTIMATED COST	NOTES
<b>GENERAL &amp; ADMIN</b>		
Employee	<b>\$2,500.00</b>	an average of \$13.88/hour x 9 hours / day x 20 days. for any overtime work, the employee will be paid based on the same amount
Vehicle Monthly Payment <i>(\$5k down \$79,368 loan) 3% 60 Month Amo</i>	<b>\$84,367.90</b>	\$77,000 Cost of the truck x 8.27% tax = \$6,367.9 \$77,000 + \$6367.9 + 1000 Title Transfer = \$84,367.9  \$84367.9 - \$5000 (down payment) = \$79,368 Loan to be paid (3% 60 month amo) = \$1,426
Kitchen Equipment Monthly Payment	<b>\$16,455.15</b>	Nespresso Machine \$13,299.30 x 8.27% tax = \$1,099.85 Total Cost = \$14,399.15  Additional eight dipping Ice cream freezer units \$1,899 (cost of equipment) x 8.27% tax = \$157 Total Cost = \$2056  30% down payment = \$4,936 + \$11,518.61 Loan \$493.73 monthly installment.
Material Costs	<b>\$2,000.00</b>	Ice cream Tubs (14 flavors x \$61.95 /3 Gallons) Ice Cream Cups (6 oz) (\$75.11/1000 pcs) Ice Cream Cups (8 oz) (\$74.37/1000 pcs) Ice Cream Cups (12 oz) (\$78.94/1000 pcs) Ice Cream spoons (\$46.06/3000 spoons) Coffee Cups 16oz (\$11.99/100 Cups) Coffee Cups 20oz (\$14.40/100 cups) Coffee Capsules (\$35.50/for 50 capsules x 5 flavors) Coffee Sugar - 2000/pack Coffee Stir - 500/pack Coffee Creamer -360/pack Paper Products (Napkins)

Uniforms - 5 outfits (\$500)	<b>\$500.00</b>	Two pairs of uniforms t-shirts for two employees
General & Admin - Website	<b>\$14.00/ month</b>	
General & Admin – Quick books	<b>12.50/month</b>	
General & Admin - Internet	<b>\$65/month</b>	500Mbps speed
Fire Extinguisher	<b>\$50.00</b>	
POS (Square - 2.75 % of total income)		2.75% of the total income
<b>INSURANCE &amp; GOVT PERMITS</b>		
INSURANCE	<b>\$5,000.00</b>	Covers : Business Insurance - Workers compensation + Unemployment Professional liability insurance Product liability insurance Commercial auto insurance
Permits and Licenses	<b>\$1,000.00</b>	Initial Application - \$258 Application for Inspection - \$ 150 Company Name Filing Fee - \$ 25 Business License - \$ 300 Vehicle License - \$100 Health Department Permit - \$50 Fire Certificate -\$50 Employers Identification Number (EIN) - FOC
<b>MARKETING</b>		
Marketing	<b>\$1,000.00</b>	
<b>TRAVEL &amp; MAINTENANCE</b>		
Gasoline (50 miles/Day) \$5/gal	<b>350/month</b>	
Vehicle maintenance	<b>average of 500 - 750/month</b>	

## ComeEats - 1 Year Financial Projection

	2022
Total Income	\$492,474
Total Expenses	\$267,263
Business Taxes (Year 1)	\$72,068
<b>NET INCOME</b>	<b>\$153,144</b>

INCOME	JUL-22	AUG-22	SEPT-22	OCT-22	NOV-22	DEC-22	JAN-23	FEB-23	MAR-23	APR-23	MAY-23	JUN-23	TOTAL
Sale of Ice Cream	\$5,193	\$5,713	\$6,544	\$7,717	\$9,008	\$9,909	\$10,900	\$10,900	\$10,900	\$11,990	\$11,990	\$13,189	\$113,954
Sale of Coffee	\$8,946	\$9,841	\$10,825	\$11,907	\$14,440	\$15,884	\$17,472	\$19,219	\$39,033	\$69,775	\$76,752	\$84,427	\$378,520
TOTAL INCOME	\$14,139	\$15,553	\$17,368	\$19,624	\$23,448	\$25,793	\$28,372	\$30,119	\$49,933	\$81,765	\$88,742	\$97,616	\$492,474



[illegible]

General & Admin - Internet	\$65	\$65	\$65	\$65	\$65	\$65	\$65	\$65	\$65	\$65	\$65	\$65	\$780
Fire Extinguisher	\$50	\$0	\$0	\$0	\$0	\$0	\$50	\$0	\$0	\$0	\$0	\$0	\$100
POS (Square - 2.75 % of total income)	\$389	\$428	\$478	\$540	\$645	\$709	\$780	\$828	\$1,373	\$2,249	\$2,440	\$2,684	\$13,543
													\$0
<b>INSURANCE &amp; GOVT PERMITS</b>													\$0
INSURANCE (Business Insurance - Workers comp + Unemployment, Vehicle)	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$5,000
Permits and Licenses	\$1,500	\$0	\$500	\$500	\$0	\$500	\$0	\$0	\$0	\$0	\$0	\$0	\$3,000
													\$0
<b>MARKETING</b>													\$0
Marketing	\$600	\$1,250	\$300	\$1,145	\$500	\$400	\$100	\$115	\$1,500	\$1,500	\$1,725	\$1,984	\$11,119
Donations (10%of May)												\$5,396	\$5,396
<b>TRAVEL &amp; MAINTENANCE</b>													\$0
Gasoline (50 miles/Day) \$5/gal	\$350	\$350	\$350	\$350	\$500	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$4,350
Vehicle maintenance	\$300	\$300	\$500	\$500	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$7,600
<b>TOTAL EXPENSE</b>	<b>\$21,630</b>	<b>\$12,369</b>	<b>\$12,538</b>	<b>\$16,642</b>	<b>\$16,759</b>	<b>\$17,285</b>	<b>\$18,097</b>	<b>\$18,450</b>	<b>\$24,488</b>	<b>\$32,320</b>	<b>\$34,781</b>	<b>\$41,903</b>	<b>\$267,263</b>
<b>NET INCOME/(LOSS)</b>	<b>-\$7,491</b>	<b>\$3,184</b>	<b>\$4,831</b>	<b>\$2,982</b>	<b>\$6,689</b>	<b>\$8,508</b>	<b>\$10,275</b>	<b>\$11,669</b>	<b>\$25,445</b>	<b>\$49,444</b>	<b>\$53,961</b>	<b>\$55,714</b>	<b>\$225,211</b>

**Evaluation & Control**

A good strategy with poor implementation won't help our business achieve its goals because it won't allow us to actualize our strategy. A poor strategy with good implementation is also a waste of resources like time and money and will not help us take our business to the next level even if the execution is flawless. While both strategy and implementation are essential, evaluation and control of a marketing plan are too. The evaluation steps of a marketing plan concentrate on analyzing the quantitative and qualitative metrics involved with the implementation and strategy.

## SAMPLE MENU AND PRICING

<b>Final menu</b> <b>1 gallon = 32 scoops</b> <b>3 gallons Ice Cream Tub = 96 scoops</b>	<b>Small</b> <b>1 scoop (4oz) = \$ 0.6</b> <b>1 cup = \$ 0.075</b> <b>1 spoon = \$ 0.046</b> <b>TOTAL COST = \$ 0.72</b>	<b>Medium</b> <b>2 scoop (8oz) = \$ 1.20</b> <b>1 cup = \$ 0.074</b> <b>1 spoon = \$ 0.046</b> <b>TOTAL COST = \$ 1.32</b>	<b>Large</b> <b>scoop (12oz) = \$ 1.80</b> <b>1 cup = \$ 0.079</b> <b>1 spoon = \$ 0.046</b> <b>TOTAL COST = \$ 1.92</b>
Vanilla Ice Cream	\$1.68	\$2.68	\$3.43
Rainbow Ice Cream	\$1.68	\$2.68	\$3.43
Strawberry Ice Cream	\$1.68	\$2.68	\$3.43
Bubble Gum Ice Cream	\$1.68	\$2.68	\$3.43
Mint Choco Chip Ice Cream	\$1.68	\$2.68	\$3.43
Rocky Road Ice Cream	\$1.68	\$2.68	\$3.43
Mississippi mud pie ice cream	\$1.68	\$2.68	\$3.43
blueberry cheesecake Ice cream	\$1.68	\$2.68	\$3.43
Oreo Choco Chip Ice Cream	\$1.68	\$2.68	\$3.43
Reese Peanut Butter Ice Cream	\$1.68	\$2.68	\$3.43
Butterscotch	\$1.68	\$2.68	\$3.43
Matcha ice cream	\$1.68	\$2.68	\$3.43
Pastel Ice Cream	\$1.68	\$2.68	\$3.43
Black And White Ice Cream	\$1.68	\$2.68	\$3.43
<b>PROFIT MARGIN</b>	<b>\$0.96</b>	<b>\$1.36</b>	<b>\$1.51</b>



**plus** ★★★★★

Choice 6 oz. Blue Paper Frozen Yogurt / Food Cup - 1000/Case

#760IC06B

FROM

**\$75.11/Case**

1 - 2	\$76.99
3 - 9	\$76.13
10+	\$75.11



**plus** ★★★★★

Choice 8 oz. Yellow Paper Frozen Yogurt / Food Cup - 1000/Case

#760IC08Y

FROM

**\$74.37/Case**

1 - 2	\$76.99
3 - 9	\$75.57
10+	\$74.37



**plus** ★★★★★

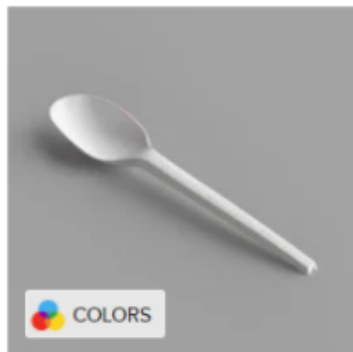
Choice 12 oz. Green Paper Frozen Yogurt / Food Cup - 1000/Case

#760IC12G

FROM

**\$78.94/Case**

1 - 2	\$82.49
3 - 9	\$80.28
10+	\$78.94



**plus** ★★★★★

EcoChoice Heavy Weight Compostable 6 1/2" White CPLA Plastic Spoon - 1000/Case

#130WHHWPLASPN

FROM

**\$46.06/Case**

1 - 2	\$49.99
3 - 9	\$48.62
10+	\$46.06

Winter Menu	Our Prices (16 oz) \$0.18/cup \$ 0.71/capsule 0.225 /water Total = \$ 1.12	Our Prices (20 oz) \$0.17/cup \$ 0.71/capsule \$ 0.28/water Total = \$ 1.16	Average Price
Hot Chocolate	\$2.48	\$3.74	\$3.11
Cafe Latte	\$3.92	\$5.18	\$4.55
matcha tea latte	\$4.46	\$5.72	\$5.09
chai latte	\$4.46	\$5.72	\$5.09
Cappuccino	\$3.92	\$5.18	\$4.55



plus ★★★★★

Choice 8 oz. White Poly Paper  
Hot Cup and Lid - 100/Pack

#9998W100

\$11.99/Pack



plus ★★★★★

Choice 16 oz. White Poly Paper  
Hot Cup and Lid - 100/Pack

#99916W100

\$14.49/Pack

## SAMPLE ADS





**BUY 3  
GET 1**

*Special*  
**Coffee**

[Order Now](#)

**ComeEats!**  
*Your satisfaction is our delight!*





Goodness  
in every  
Scoop!

WE HAVE ALL YOUR  
FAVOTITE ICE CREAM  
FLAVORS

**ComeEats!**

*Your satisfaction is our delight!*



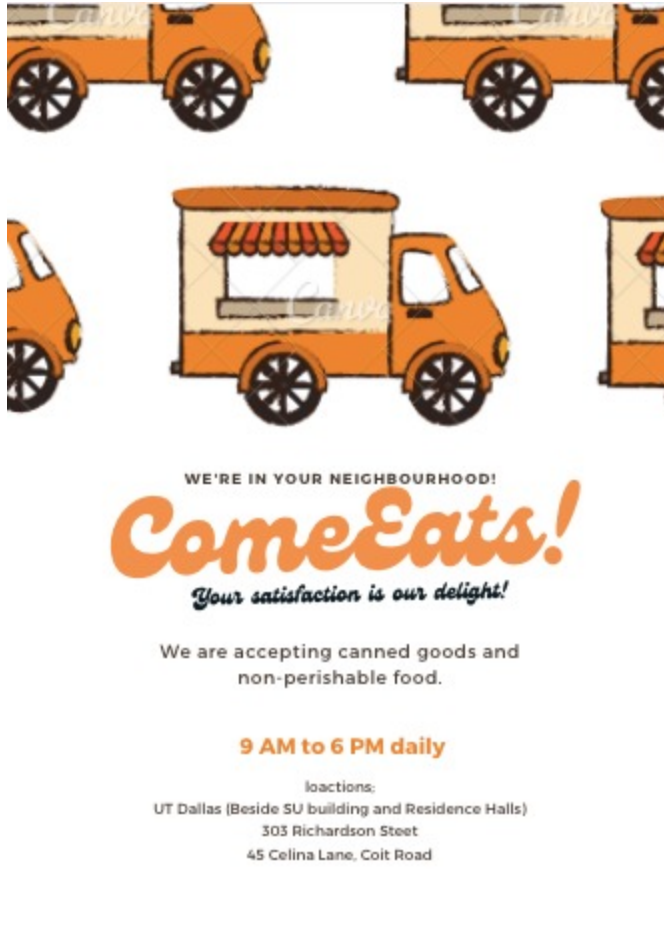
**ComeEats!**  
*Your satisfaction is our delight!*

## Enter the \$15 Draw

when you sign up with for the  
ComeEats Loyalty Card

[WWW.COMEEATS.COM](http://WWW.COMEEATS.COM)





## References

### Situation and environment analysis

- Competitors
  - Dining at UTD - <https://dineoncampus.com/utdallasdining>
- Economic factors
  - <https://www.ibisworld.com/united-states/market-research-reports/food-trucks-industry/>
  - <https://www.smallbizgenius.net/by-the-numbers/food-truck-industry-stats/#gref>
  - <https://www.foodtrucknation.us/wp-content/themes/food-truck-nation/Food-Truck-Nation-Full-Report.pdf>
  - <https://www.census.gov/library/stories/2020/09/food-trucks-one-way-to-eat-out-during-pandemic.html>
  - <https://www.zippia.com/advice/food-truck-statistics/>
- Cultural/ Social Trends
- Impact of Technological changes
- Political/ Legal factors

- <https://www.dshs.texas.gov/foodestablishments/startnew.aspx>
- <https://www.dshs.texas.gov/foodestablishments/pdf/GuidanceDocs/23-15129-Guidelines-for-MFU--w-Citations-04152019.pdf>
- Natural environment
  - [The Growth of Food Trucks and Their Impact on the Environment – Transitions2earth®](#)

## Target Markets

- <https://www.hotjar.com/blog/psychographics-in-marketing/>
- <https://blog.hubspot.com/insiders/marketing-psychographics>
- <https://udel.edu/~cmarks/What%20is%20social%20class.htm>

## Price

- <https://www.profitwell.com/recur/all/pricing-strategy-guide/>
- <https://www.retailtechnologyreview.com/articles/2019/07/30/the-advantages-of-competitive-pricing-strategy/>

## Implementation

- <https://www.inbeat.co/top-influencers/instagram/food/united-states/dallas/>
- <https://www.bigcommerce.com/ecommerce-answers/what-are-promotional-codes-and-how-do-they-work/#:~:text=Why%20promotional%20codes%20work,the%20ecommerce%20store%20generates%20revenue.>
- <https://allevents.in/dallas/food-drinks>

## Detailed financial projections

- <https://www.usedfoodtrucks.com/food-trucks-for-sale/ice-cream-truck/california/super-cute-2002-16-freightliner-mt45-diesel-ice-cream-truck>
- <https://www.lendio.com/business-calculators/equipment-loan-calculator/>
- <https://www.bankrate.com/loans/auto-loans/auto-loan-calculator/>
- <https://www.nespresso.com/pro/ca/en/order/machines/pro/aguila-440-coffee-machine>
- [https://www.webstaurantstore.com/avantco-adc-8c-hc-curved-glass-ice-cream-dipping-cabinet-49/360ADC8CHC.html?utm\\_source=google&utm\\_medium=cpc&utm\\_campaign=GoogleShopping&gclid=CjwKCAjwsJ6TBhAIEiwAfl4TWL34lLz13USx37HXMyyxAT6Q8Ox198YanV41A0PihxLU9gvb\\_\\_B5gIhoCmmcQAvD\\_BwE](https://www.webstaurantstore.com/avantco-adc-8c-hc-curved-glass-ice-cream-dipping-cabinet-49/360ADC8CHC.html?utm_source=google&utm_medium=cpc&utm_campaign=GoogleShopping&gclid=CjwKCAjwsJ6TBhAIEiwAfl4TWL34lLz13USx37HXMyyxAT6Q8Ox198YanV41A0PihxLU9gvb__B5gIhoCmmcQAvD_BwE)
- <https://www.godaddy.com/websites/website-builder/plans-and-pricing>
- [https://quickbooks.intuit.com/oa/get-quickbooks/?cid=ppc\\_G\\_e\\_US\\_QBO\\_US\\_GGL\\_Brand\\_Top-Terms\\_Exact\\_Search\\_Desktop\\_BAU\\_quickbooks%20online\\_txt&gclid=Cj0KCQjw06OTBhC\\_ARIsAAU1yOV4btC-T9UXZ2uXx5ihFzTAaW9NJHTD-vAayvmkKBHbHomQoWJ19y4aAv6REALw\\_wcB&gclsrc=aw.ds](https://quickbooks.intuit.com/oa/get-quickbooks/?cid=ppc_G_e_US_QBO_US_GGL_Brand_Top-Terms_Exact_Search_Desktop_BAU_quickbooks%20online_txt&gclid=Cj0KCQjw06OTBhC_ARIsAAU1yOV4btC-T9UXZ2uXx5ihFzTAaW9NJHTD-vAayvmkKBHbHomQoWJ19y4aAv6REALw_wcB&gclsrc=aw.ds)

- [https://www.att.com/fiber-internet-offer/gaming/?source=ECTV0000000Ng200P&tfn=homesolutions&WT.srch=1&wtExtnSource=at&t%20internet%20plans&gclsrc=aw.ds&&gclid=Cj0KCQjw06OTBhC\\_ARIsAAU1yOU1eX9\\_KgKreyIsS6ceWm8ui7cqofEXei88Je0fq1hZyTZTU3xvCEMaAi0fEALw\\_wcB&gclsrc=aw.ds](https://www.att.com/fiber-internet-offer/gaming/?source=ECTV0000000Ng200P&tfn=homesolutions&WT.srch=1&wtExtnSource=at&t%20internet%20plans&gclsrc=aw.ds&&gclid=Cj0KCQjw06OTBhC_ARIsAAU1yOU1eX9_KgKreyIsS6ceWm8ui7cqofEXei88Je0fq1hZyTZTU3xvCEMaAi0fEALw_wcB&gclsrc=aw.ds)
- [https://www.uline.com/Product/Detail/H-7269/Fire-Protection/Fire-Extinguisher-Cabinet-Outdoor-Plastic-10-lb?pricode=WC3528&gadtype=pla&id=H-7269&gclid=Cj0KCQjw06OTBhC\\_ARIsAAU1yOVfaNbWT5BaocDVhThVKH3seq6TwwFg2bHTXf9WWNODZm620q4A9sgaAn7nEALw\\_wcB&gclsrc=aw.ds](https://www.uline.com/Product/Detail/H-7269/Fire-Protection/Fire-Extinguisher-Cabinet-Outdoor-Plastic-10-lb?pricode=WC3528&gadtype=pla&id=H-7269&gclid=Cj0KCQjw06OTBhC_ARIsAAU1yOVfaNbWT5BaocDVhThVKH3seq6TwwFg2bHTXf9WWNODZm620q4A9sgaAn7nEALw_wcB&gclsrc=aw.ds)
- [https://squareup.com/us/en/campaign/cross-product-center?device=c&gclid=Cj0KCQjw6pOTBhCTARIsAHF23fL46Rr1MSqlivLR3vgQWgMFKGb0dAtmhWcWJV64DuwZOPzLRxJuf0aAuzOEALw\\_wcB&gclsrc=aw.ds&kw=square+up&kwid=p53639037651&matchtype=e&pcrid=573054727649&pdv=c&pkw=square+up&pmt=e&pub=GOOGLE](https://squareup.com/us/en/campaign/cross-product-center?device=c&gclid=Cj0KCQjw6pOTBhCTARIsAHF23fL46Rr1MSqlivLR3vgQWgMFKGb0dAtmhWcWJV64DuwZOPzLRxJuf0aAuzOEALw_wcB&gclsrc=aw.ds&kw=square+up&kwid=p53639037651&matchtype=e&pcrid=573054727649&pdv=c&pkw=square+up&pmt=e&pub=GOOGLE)
- <https://www.chamberofcommerce.org/how-to-start-an-ice-cream-truck-business>
- <https://www.sos.state.tx.us/corp/namefilingsfaqs.shtml>
- <https://dshs.texas.gov/foodestablishments/permitting.aspx#mobile>
- <https://www.texaspecialtybeverage.com/supplies/plastic-and-paper-goods>
- <https://www.avistarentals.com/price-listing>
- <https://www.byrnedairy.com/list-of-ice-cream-flavors/>
- <https://www.foodservicedirect.com/country-rich-vanilla-ice-cream-3-gallon-1-each-23047584.html>