

Veg-To-Go,<sup>®</sup> Food Truck

Marketing Plan

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# Table of Contents

<b>1</b>	<b>Executive Summary</b>	<b>3</b>
<b>2</b>	<b>Situation Analysis</b>	<b>3</b>
2.1	SWOT Analysis	4
2.2	Industry Analysis: Trends in Mobile Food Venues	4
2.3	Competitor Analysis: Local Food Trucks	4
2.4	Company Analysis	4
2.5	Customer Analysis	4
2.5.1	Customer Characteristics	4
2.5.2	Health and Nutrition Concerns	4
<b>3</b>	<b>Market-Product Focus</b>	<b>4</b>
3.1	Marketing and Product Objectives	6
3.1.1	Target Markets	6
3.1.2	Points of Difference	6
3.1.3	Positioning	7
<b>4</b>	<b>Marketing Program Strategy and Tactics</b>	<b>7</b>
4.1	Product Strategy	7
4.2	Price Strategy	7
4.3	Promotion Strategy	8
4.4	Place (Distribution) Strategy	8
<b>5</b>	<b>Financial Projections</b>	<b>9</b>
5.1	Three-Year Projections	9
<b>6</b>	<b>Implementation Plan</b>	<b>10</b>
<b>7</b>	<b>Evaluation</b>	<b>11</b>

# **1. Executive Summary**

Veg-To-Go is an upcoming mobile food venue serving a hearty and filling menu of plant based, animal and animal product free comfort food. While the trend of food trucks, tents, and truck bed barbeques is already prominent in Fort Wayne, there is still a lack in these existing businesses of concern for the ethics of food.

Veg-To-Go hopes to provide wholesome and filling plates of flavorful and saucy food at a bigger price-to-ounce ratio, ultimately giving customers more savory food for their dollar. This plan hopes to show that this will result in a bigger profit margin, saving the company money by eliminating expensive animal products and using simple frozen and fresh ingredients combined with proven methods of boosting savories using spices and herbs.

Building on this mission to completely satisfy Fort Wayne street food customers with cheap, generous, and healthy food, Veg-To-Go will begin by incrementally building its customer base. The company will start by purchasing a minimal setup of a small flattop grill and source its frozen and dry ingredients from local warehouse and bulk sections. Produce will be purchased locally and fresh when possible. The company will attend weekly farmers markets and set up outside bars throughout the week when possible. After an initial trial phase and the establishment of a solid customer base, the company will purchase a dedicated food truck or other mobile venue to expand its existing business.

# **2. Situation Analysis**

This situation analysis will demonstrate the current state of Veg-To-Go by examining the business environment through a SWOT analysis and detailed examination of the industry, competitors, company, and consumers.

## **2.1 SWOT Analysis**

Figure 1 shows the factors affecting the market opportunities for Veg-To-Go. This table highlights the efforts by the company to prepare to enter the local market.

## **2.2 Industry Analysis: Trends in Mobile Food Venues**

According the National Restaurant Association , the annual US food truck revenue is 2.7 billion dollars annually and rising. [1] With this kind of opportunity, it comes as no surprise that many local entrepreneurs have begun to emerge. According to the Fort Wayne Food Truck association, there are over 51 food trucks, 14 organized under the association and 37 unorganized or non-affiliated trucks. [3]

## **2.3 Competitor Analysis: Local Food Trucks**

## **2.4 Company Analysis**

## **2.5 Customer Analysis**

### **2.5.1 Customer Characteristics**

### **2.5.2 Health and Nutrition Concerns**

## **3. Market-Product Focus**

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Figure 1: SWOT Analysis for Veg-To-Go

Internal Factors	Strengths	Weaknesses
Management	Management has education in business and culinary arts	Inexperienced in business management
Offerings	Completely unique product to the local market	May be perceived as more light-weight or bland
Marketing	Continuous advertising via branding on food truck	Limited budget
Personnel	Small team, easy to communicate	Limited budget for additional help
Finance	Small startup cost	No proven growth
Manufacturing	Cheap to produce dishes	Limited work area
R&D	Can be accomplished with limited resources	No formal process
External Factors	Opportunities	Threats
Consumer/Social	Large potential dual market between farmer's markets and hungry bar-goers	Competitors have established relationship with partner businesses
Competitive	Only Fort Wayne vegan mobile food	Many bars have a food truck with regular customers
Technological	Can develop own website and app	Competitors have better equipment
Economic	Low cost, high customer value	Existing local company's already have capital
Legal/Regulatory	Already Serv-Safe certified	Local street food permit must be acquired

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### **3.1 Marketing and Product Objectives**

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#### **3.1.1 Target Markets**

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#### **3.1.2 Points of Difference**

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### **3.1.3 Positioning**

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## **4. Marketing Program Strategy and Tactics**

### **4.1 Product Strategy**

Local produce will be purchased when possible, resulting in a slightly seasonal and varied product. Bulk herbs and spices will be purchased through local and on-line sources, allowing a predictable and constant flavor in each dish.

Components will be assembled off-site in advance where applicable, saving assembly time and improving delivery time and order fulfillment on-site. Examples include: rice cooked for the day, sauces prepped and stored, and vegetables cut in advance, preferably packaged in weighed portions for each dish.

### **4.2 Price Strategy**

All entree dishes will be equally priced at \$8 a plate, and sides at \$4 per serving. Entrees will contain between 12 and 16 ounces of food at \$.50 an ounce. The ingredients for each dish will cost at most \$.15 an ounce, with the bulk of the meal consisting of rice (approximately \$.03 an ounce [4]) and the rest mixed vegetables (\$.10 an ounce) with dried herbs and spices

(\$.02 an ounce), yielding approximately a desirable 3 times markup. A similar markup is applied to the sides. These prices will remain constant the first three years.

### **4.3 Promotion Strategy**

Promotion is to be done as the budget allows, using roughly 2% of quarterly revenue and consists of food giveaways and graphical posters strategically placed in bars and at schools. Customers may also check in through Facebook, Google+ or the Veg-To-Go mobile app to get 10% off their meal.

Promotion the first year will focus heavily on the Mexican and Chinese dishes at first (see Figure 5.1), featuring the potatoes as a side. After the first year, the Italian entree will be added to the promotional mix.

The first target market will consist of adults 18-35 at nighttime venues and will primarily appeal to a desire to eat a filling meal while out with friends and secondarily appeal to a sense of doing good for the environment by eating sustainably.

Sign-age and graphical promotion will begin to expand the second year to target families at daytime venues. Advertising during the day will incorporate imagery and phrasing to reflect eating hearty and healthy in the context of a family outing.

### **4.4 Place (Distribution) Strategy**

Relationships are established with local bars, nightlife locations, and farmer's markets during the first year. Some of the promotional budget will be used to provide meal trade and incentives to establish rapport with these partner businesses. In addition, advertising may be offering through the company's mobile app and social media outlets for partners, which will reduce some cost in forming these alliances.

The second and third year will consist of maintaining a consistent presence and expanding to the company's secondary target market (families) by offering free 1/2 size meals for children 12 and under at daytime venues.



## 5. Financial Projections

### 5.1 Three-Year Projections

Figure 2: Sales and Expenses for Veg-To-Go

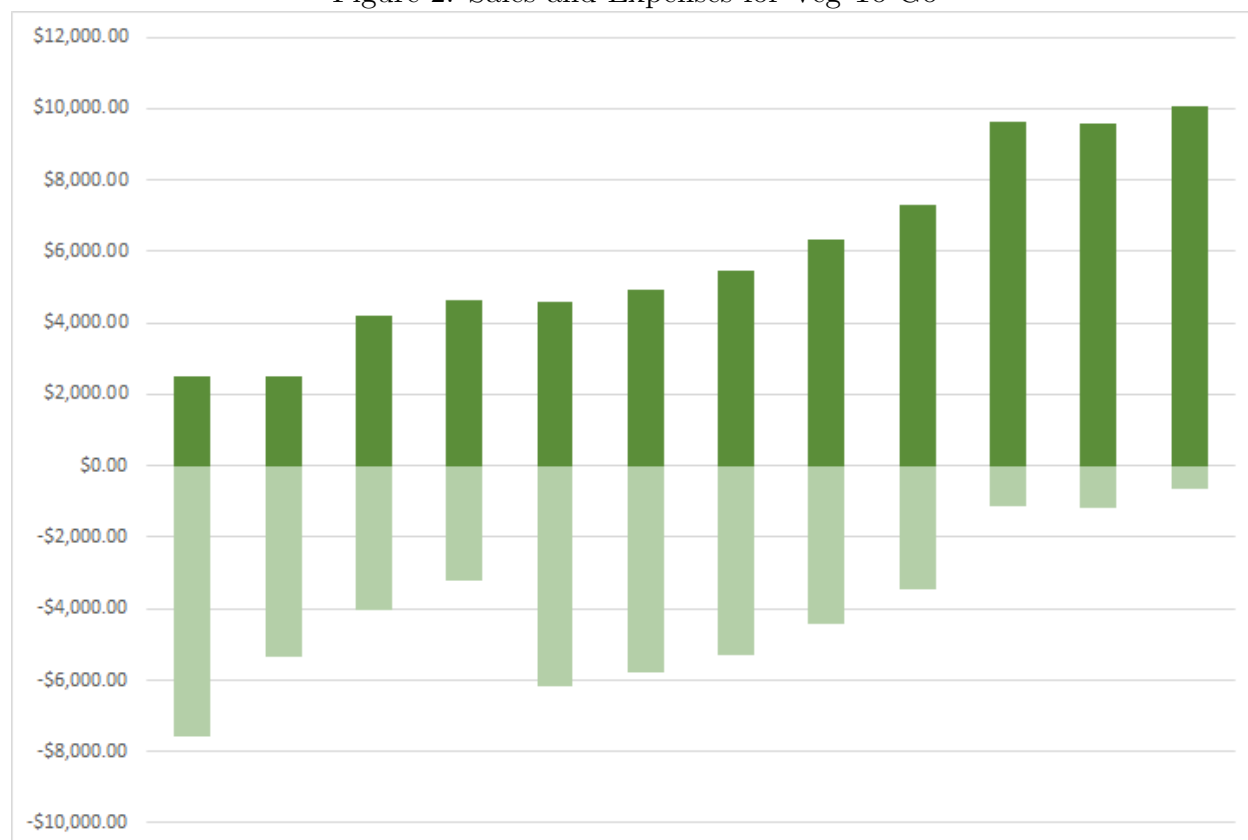


Figure 3: Sales for Veg-To-Go

	Quarterly Sales Projections for Veg-To-Go											
	Year 1				Year 2				Year 3			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Indian	384	384	384	400	384	384	384	500	750	820	790	900
Thai	384	384	384	650	650	800	384	500	750	820	790	1000
Italian	384	384	384	500	384	384	800	800	384	1900	384	384
Chinese	384	384	500	384	384	384	800	1000	1500	1800	2500	2500
Mexican	384	384	1000	1152	1200	1200	1100	1500	2000	2200	2500	2500
Fried Potatoes	192	192	1152	1152	1200	1400	1600	1600	1400	1500	1800	1800
Cole Slaw	192	192	192	192	192	200	200	220	250	300	400	500
Mac N Cheez®	192	192	192	192	192	200	200	220	250	300	400	500
Totals	\$2,496.00	\$2,496.00	\$4,188.00	\$4,622.00	\$4,586.00	\$4,952.00	\$5,468.00	\$6,340.00	\$7,284.00	\$9,640.00	\$9,564.00	\$10,084.00

Figure 4: Expenses for Veg-To-Go

	Quarterly Expense Projections for Veg-To-Go											
	Year 1				Year 2				Year 3			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Payroll	0	0	0	0	2400	2400	2400	2400	2400	2400	2400	2400
Ingredients	2000	2000	2400	2000	2500	2500	2500	2500	2500	2500	2500	2500
Fuels	4800	4800	4800	4800	4800	4800	4800	4800	4800	4800	4800	4800
Equipment	2000	300	300	300	300	300	300	300	300	300	300	300
Supplies	1000	500	500	500	500	500	500	500	500	500	500	500
Promotion	250	250	250	250	250	250	250	250	250	250	250	250
Totals	\$ 10,050.00	\$ 7,850.00	\$ 8,250.00	\$ 7,850.00	\$ 10,750.00	\$ 10,750.00	\$ 10,750.00	\$ 10,750.00	\$ 10,750.00	\$ 10,750.00	\$ 10,750.00	\$ 10,750.00

Figure 5: Total 3-Year Profit for Veg-To-Go



## 6. Implementation Plan

The company will initially purchase a graphical tent under which the food is cooked and served truck-side. A single induction burner serves as the heating elements for pre-prepared, fresh ingredients. The dishes mainly consist of a sauce that dictates the cuisine, combined with veggies and served over white rice. The setup and costs are kept to a minimum, but the flavor is boosted using lightweight dried and fresh herbs and spices and international inspiration.

The company will be ran by a single owner, and after the first year will hire an employee for 5 hours a day.

## 7. Evaluation

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