**Food Truck Face-Off Business Plan**

**Kitchen Group #:** \_\_\_\_\_\_\_\_\_\_

**Employees:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Recipe Chosen:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Company Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Goals of this Company:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Plan of Action:**

|  |  |  |
| --- | --- | --- |
| **Supplies Needed**  *(Recipe Ingredients and Packaging)* | **Target Market**  *(Who is your customer?*  *Who are you selling to?)* | **Employee Responsibilities**  *(What will each employee be responsible for? Who is prepareing what? Who is bringing what?)* |
|  |  |  |

**Packaging and Display**

1. How are you going to attract people to your business? (Unique theme, garnishes, creativity, advertising, samples, etc.)
2. What are your food samples going to look like? How will you present your food?
3. How will your food samples be packaged? What packaging supplies will you need? (Plates, cups, forks, knives, sauce cups, cupcake liners, etc.)

1. Who is bringing the packaging supplies?

**Food Truck Advertising**

* Create a logo or slogan to advertise your company. Remember: memorable, simple, and professional. This logo/slogan will appear on your food truck.
* Each employee will design their own creative logo/slogan on a practice food truck. Then, all employees will vote on the best one that will then be used as the template for the final food truck.
* The food truck will serve as advertising and also a place to collect money.
* Each food truck must include:
  + Company Name / Logo / Slogan
  + Food Products Offered
  + Price of Food Products
  + Color and Creativity
  + Neatness and Good Construction

**Food Truck Face-Off Shopping List**

**Kitchen Group #:** \_\_\_\_\_\_\_\_

**Company Name**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Food Product:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Important Information:**

* All food ingredients will be provided by the school. The teacher will provide paper towels, but other packaging or serving supplies (forks, knives, cups, etc.), must be provided by the company employees. These will not be included in the production cost.
* Each company may only purchase up to 4 ingredients from the store, not including staple ingredients.
* Each sample may not be sold for more than $3.00 each on competition day.

**Shopping List**

Use the recipe from the book your group has chosen to help you fill out your shopping list.

|  |  |  |  |
| --- | --- | --- | --- |
| **Amount/ Measurement**  (Ex: 3/4 c.) | **Ingredient**  (Ex: Sugar) | **Ingredient Type:**  Staple or Purchased | **Cost Per Ingredient** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
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|  |  |  |  |
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|  |  |  |  |
|  |  |  |  |
| **TOTAL PRODUCTION COST:** | | |  |

**THIS SHOPPING LIST MUST BE CHECKED OFF WITH THE**

**TEACHER BEORE THE END OF CLASS!!!**

**Profit/Loss Worksheet**

**EXAMPLE**

**Total Expenses/Production Costs:**

|  |  |
| --- | --- |
| **Food Item** | **Total Expenses/Production Cost** |
| Meatball Muffins | $\_\_\_7.38\_\_\_ |

**REVENUE/INCOME:** *(To Be Filled Out AFTER the Competition)*

|  |  |  |
| --- | --- | --- |
| **Number of Items Sold**  (Do NOT include items that were not sold.) | **Price Per Item** | **Total Revenue/Income** |
| 15 | $\_\_\_3.00\_\_\_\_ | $ \_\_\_\_$45.00\_\_\_\_ |

**PROFIT/LOSS** *(To Be Filled Out AFTER the Competition)*

|  |  |  |
| --- | --- | --- |
| **Total Revenue/Income** | **Total Expenses/Production Cost** | **Profit OR Loss** |
| $\_\_\_\_45.00\_\_\_\_ | $\_\_\_\_7.38\_\_\_\_ | $\_\_\_\_**37.62**\_\_\_\_ |

**Kitchen Group # \_\_\_\_\_\_\_**

**Profit/Loss Worksheet**

**Total Expenses/Production Costs:**

|  |  |
| --- | --- |
| **Food Item** | **Total Expenses/Production Cost** |
|  | $\_\_\_\_\_\_\_\_\_\_\_ |

**REVENUE/INCOME:** *(To Be Filled Out AFTER the Competition)*

|  |  |  |
| --- | --- | --- |
| **Number of Items Sold**  (Do NOT include items that were not sold.) | **Price Per Item** | **Total Revenue/Income** |
|  | $\_\_\_\_\_\_\_\_\_\_\_\_ | $ \_\_\_\_\_\_\_\_\_\_\_\_ |

**PROFIT/LOSS** *(To Be Filled Out AFTER the Competition)*

|  |  |  |
| --- | --- | --- |
| **Total Revenue/Income** | **Total Expenses/Production Cost** | **Profit OR Loss** |
| $\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | $\_\_\_\_\_\_\_\_\_\_\_ |

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Kitchen Group #: \_\_\_\_\_**

**Market Surveys**

**Each member of the company will complete four different market surveys. Choose your top four recipe choices as a group and then interview four different class members. Ask them which food product they would most likely buy. This will help you determine the market and demand for the recipe you will make.**

|  |  |
| --- | --- |
| **Market Survey 1** | |
| **Recipe 1:** | **Rating:**  \_\_\_\_\_1st Choice  \_\_\_\_\_2nd Choice  \_\_\_\_\_3rd Choice  \_\_\_\_\_4th Choice  \_\_\_\_\_Would Not Buy |
| **Market Survey 2** | |
| **Recipe 2:** | **Rating:**  \_\_\_\_\_1st Choice  \_\_\_\_\_2nd Choice  \_\_\_\_\_3rd Choice  \_\_\_\_\_4th Choice  \_\_\_\_\_Would Not Buy |
| **Market Survey 3** | |
| **Recipe 3:** | **Rating:**  \_\_\_\_\_1st Choice  \_\_\_\_\_2nd Choice  \_\_\_\_\_3rd Choice  \_\_\_\_\_4th Choice  \_\_\_\_\_Would Not Buy |
| **Market Survey 4** | |
| **Recipe 4:** | **Rating:**  \_\_\_\_\_1st Choice  \_\_\_\_\_2nd Choice  \_\_\_\_\_3rd Choice  \_\_\_\_\_4th Choice  \_\_\_\_\_Would Not Buy |

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period: \_\_\_\_\_\_ Kitchen Group#: \_\_\_\_\_\_\_

**Business Evaluation**

|  |  |
| --- | --- |
| **Rate your OWN effort from 1 (lowest) to 10 (highest):** | **Rate your GROUP members:**  **Write Group Members Names Below:** |
| * + - 1. I worked well with my group.   1 2 3 4 5 6 7 8 9 10 | 1 2 3 4 5  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 6 7 8 9 10 |
| * + - 1. I was respectful to my group members, teacher and guests.   1 2 3 4 5 6 7 8 9 10 | 1 2 3 4 5  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 6 7 8 9 10 |
| * + - 1. I was able to contribute to my group and help where needed.   1 2 3 4 5 6 7 8 9 10 | 1 2 3 4 5  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 6 7 8 9 10 |
| * + - 1. I was here, working and helping every day (not absent).   1 2 3 4 5 6 7 8 9 10 | 1 2 3 4 5  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 6 7 8 9 10 |
| **Rate your experience from 1 (lowest) to 5 (highest):**  1. Customers enjoyed this food product.   1. 2 3 4 5   2. This food product was prepared well and was of good quality.   1. 2 3 4 5   3. Customer needs were satisfied.   1. 2 3 4 5   4. Employees worked well with customers and demonstrated excellent customer service.  1 2 3 4 5 | |

**Personal Evaluation:**

1. My favorite part of this unit was:
2. My *least* favorite part of this unit was:
3. List 2 positives about your group and 2 negatives about your group (if any).
4. What advice would you give to someone participating in this unit next semester?
5. What went well with your business? (Be specific)
6. What would you do differently next time? (Be specific)

**Food Truck Face-Off**

Recipe Sign-Up Sheet

|  |  |  |  |
| --- | --- | --- | --- |
| **Recipe** | **Kitchen Group** | **Recipe** | **Kitchen Group** |
| Cinnamon Snacks |  | Ham & Cheese Sliders |  |
| Pizza Roll Ups |  | Personal Chicken Pot Pies |  |
| Cherry Kolachy |  | Breakfast Pizza |  |
| Snowflake Rolls |  | Lucky Lime Rolls |  |
| Cinnamon Crumble Pizza |  | Butterscotch Bubble Bread |  |
| Mini S’more Cupcakes |  | Mini Bear Claws |  |
| Honey Butter Rolls |  | Basil Tomato Rolls |  |
| Apple Turnovers |  | Butter Crumb Rolls |  |
| Cheesy Taco Flatbread |  | Cranberry orange Sweet Rolls |  |
| Yummy Mummy Dogs |  | Ham and Parmesan Rolls |  |
| Lemon Slice Cupcakes |  | Cheesy Bread Strips |  |
| Pumpkin Slice Cupcakes |  | Crunchy Chocolate Sticks |  |
| Buttery Breadsticks |  | Meatball Muffins |  |
| Soft Pretzels |  | Raspberry Cream Cheese Cupcakes |  |

