

## BASIC BUSINESS PLAN SAMPLE

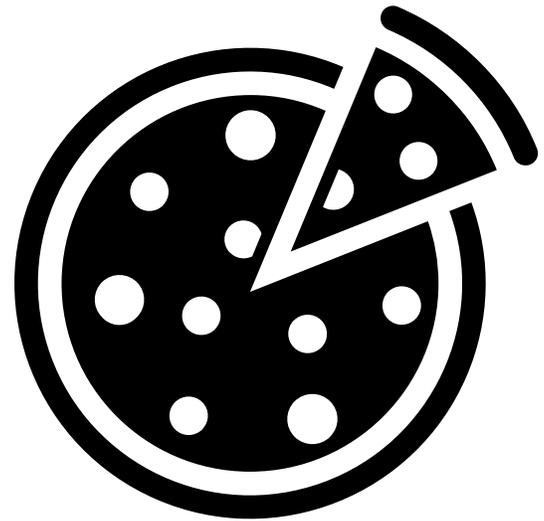
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# DONNY'S FOOD TRUCK

## BUSINESS PLAN

PRESENTED TO  
INDIVIDUAL OR COMPANY NAME

DATE PREPARED  
00/00/0000



### CONTACT

Contact Name  
Contact Email Address  
Phone Number

Street Address  
City, State and Zip

webaddress.com

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**Note:** Financial data and statements provided in this template serve only as a visual reference of what is included in a basic business plan and may not always reflect the information provided throughout the plan. Be sure to work with your finance department to ensure the numbers you provide in your plan are accurate.

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The purpose of this business plan is to secure \$50,000 in order to fund the purchase, marketing, and staffing requirements for Donny's Food Truck restaurant in Small Town, CT. Donny's Food Truck was founded by chef Donny O'Neal, and sous chef Miguel Sanchez, in 2020. The funds invested will help launch the business and continue operations until the business is self-sustainable.

## **Our Mission**

To provide quality, authentic food to our community in a convenient and affordable way in order to enhance the quality of our customers' lives.

## **Our Vision**

To improve the happiness and comfort of our customers and community.

Donny O'Neal and Miguel Sanchez have worked in the restaurant industry for the past 15 years. Together, they have 30 years of experience combined to dedicate to the food truck restaurant. Through hard work, devotion to high quality service, and the attendance of multiple culinary schools, O'Neal and Sanchez have grown a reputation in the community to provide excellent service and delectable food offerings well-known throughout the city.

Our customers reside, shop, and work in the cities of Small Town, Big City, and surrounding areas within a 15-mile radius. Our food truck will be in these various locations throughout the week on a rotating schedule and will adjust the scheduling according to high traffic and high demand. We anticipate that 19- to 35-year old patrons will make up 85% of our revenue.

We will offer lower prices on our menu compared to competitors, accompanied by high quality service and food offerings. Our core offerings will include fresh, made-to-order pizzas, hamburgers, french fries, and tacos. We will use a combination of locally sourced ingredients, and ingredients grown in our privately-owned organic garden.

Donny's Food Truck will use a combination of marketing methods, including social media, flyers, coupons, and word of mouth. We also plan to partner with local vendors to get the word out about our restaurant. For example, we plan to provide samples at Vino's Winery and Bob's Brewery to increase our primary customer base and to generate awareness about our business.

We anticipate that we will reach a projected amount of roughly \$100,000 in annual sales by the end of the first 12 months. By the end of the third year, we plan to reach a projected amount of \$212,000 in annual sales.

To achieve our objectives, Donny's Food Truck is seeking funding through investments and loan financing. The loan will be paid back within three years at an interest rate of 5%.

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## Company Background

After working in the food service industry for 15 years each, O'Neal and Sanchez decided they were ready to take on a new venture providing quality food service to broader segments of the community. Building off their expertise, they purchased a food truck in 2018 and hosted private parties to gain experience and valuable feedback from smaller groups of customers. After 2 years of small-scale experience, O'Neal and Sanchez are ready to expand their offerings and service to the community at large.

Upon starting operations, Donny's Food Truck will sell a wide range of food offerings. We will provide high quality food and upstanding customer service. What will set Donny's Food Truck apart from the competition is our commitment to providing our food and services in multiple locations for the convenience of our customers.

## Management Team

### Donny O'Neal, Founder and Owner

Donny O'Neal is the co-founder and head chef at Donny's Food Truck restaurant. Donny received a master's degree in Culinary Arts from Culinary University in 2005. He is currently the head chef at an upscale restaurant in Small Town, USA. Donny has a desire to connect with his customers out in the community, which Donny's Food Truck gives him the opportunity to do.

### Miguel Sanchez, Co-Founder and Owner

Miguel Sanchez is the co-founder and sous chef at Donny's Food Truck. Miguel received his master's degree in Culinary Arts, alongside Donny, at Culinary University in 2005. He has worked for three 5-star restaurants over the course of 15 years in Small Town, USA, and is excited to bring his expertise to Donny's Food Truck.

## Required Funds

The start-up capital obtained through investments and loans will be used for equipment, kitchen supplies, food purchases, and associated permits and licensing.

Equipment will amount to approximately \$30,000, and remaining costs are estimated to be around \$20,000. Donny and Miguel will also invest \$10,150 for cash-on-hand at starting date.

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## Offerings

Donny's Food Truck will offer a wide range of food options, to include:

- Burgers
  - Hamburgers
  - Cheeseburgers
  - Veggie burgers
  
- Pizza
  - Pepperoni
  - Cheese
  - Hawaiian
  - Supreme
  
- Tacos
- Tortilla chips
- French fries
- Beverages
  - Coke products
  - Lemonade
  - Bottled water

## Sourcing

Donny's Food Truck plans to source its ingredients from local farmers markets and small businesses in the Small Town area. We will also use ingredients grown in a private garden maintained by Miguel containing organically grown vegetables and herbs. We will ensure that the ingredients we use are of the highest quality in order to provide delectable food offerings.

We plan to establish and foster positive working relationships with local vendors that we partner with in the area to help ensure our inventory needs are met in a cost-efficient manner.

With the experience Donny and Miguel have gained from operating a food truck restaurant at multiple private parties during the past two years, combined with market research, they can ensure that the amount of ingredients needed are accurately projected from week-to-week.

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## Market and Industry Overview

Food trucks have been prevalent in the food industry since the mid-1900s, with increasing popularity as time goes on. There are currently over 30,000 food trucks operating nationwide, and that number is expected to increase by 20% over the next 3 years. Furthermore, it is predicted that the food truck component of the food industry will be worth \$2.2 billion within the next 5 years.

At this time, there are 30 food trucks operating in Small Town and surrounding cities. These food trucks offer limited food products at inflated prices and are open during limited business hours.

Our market research has revealed to us that consumers in Small Town want more affordable food options, larger portion sizes, and a wider variety of food offerings at a single establishment. Being able to satisfy those factors, in conjunction with the flexibility of our business hours, will help set us apart from the competition.

## Target Market

Our target buyers reside, shop, and work in the cities of Small Town, Big City, and surrounding areas within a 15-mile radius. Our food truck will be in these various locations throughout the week on a rotating schedule and will adjust the scheduling according to high-traffic and high-demand areas. We anticipate that 19- to 35-year old patrons will make up 85% of our revenue.

In a survey conducted and distributed to local food vendors, we found that those who go out to eat spend roughly \$400 a month. Of that, approximately \$120 each month is spent at food trucks.

We anticipate that 19- to 35-year old patrons will make up 85% of our revenue. These will be business professionals making an income ranging from \$30,000 to \$95,000. The average amount spent at our food truck will be approximately \$8,333 a month for the first year.

## Competition

Currently, there are food trucks locally that offer similar food products. However, the portion sizes are smaller, and the prices are higher. Here are our direct competitors in Small Town:

- Pete's Pizza, specializing in pizza
- Terrific Tacos, specializing in tacos
- Howie's Hamburgers, specializing in hamburgers

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## Marketing Strategy

Our marketing strategy is to leverage relationships with local food vendors in order to grow our initial customer base. We plan to partner up with local wineries, breweries, and attend public events in order to offer samples and promotional discounts. Additionally, most of our new customers will be referrals from existing customers via word of mouth.

Donny's Food Truck also plans to reach new and existing customers through social media and flyers. Our prices will be lower compared to our direct competitors, and we will also provide larger portions while maintaining profitability. Furthermore, we can keep our prices lower due to sourcing ingredients from our privately-owned garden and by fostering our existing relationships with local farmers markets.

## Positioning

For business professionals between the age of 19 and 35 in the Small Town area, Donny's Food Truck is the customer's first choice. At Donny's Food Truck, customers can purchase a meal that is sourced from high quality ingredients and is served in a large portion at a low price. On a lunch break with colleagues, Donny's Food Truck will appeal to professionals with a limited time to eat who desire a wider range of food options in one stop.

## Promotion

Our partnerships with Vino's Winery and Bob's Brewery enable us to leverage the customer base of those establishments in order to grow ours. We plan to offer samples and discounts and hand out coupons to customers who purchase drinks at those businesses.

Additionally, we will hand out and hang up flyers in high-traffic areas during the first few months of operation. We also plan to utilize traditional social media platforms to hold contests and advertise promotional events to get the word out about our business.

## Distribution

Currently, the distribution point is our sole food truck, which will be located at various locations to meet demand. During the work week, the food truck will be located in the business district, and on the weekend, we will be located at Vino's Winery or Bob's Brewery. If demand outpaces supply, we plan to open a second food truck.

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## Personnel Plan

At this time, the personnel plan calls for a minimum of one cook and one assistant who will greet customers, take orders, and assist the chef. Currently, Donny O'Neal will operate as the head chef (or cook), while Miguel Sanchez takes orders and payment, and assists Donny O'Neal where needed.

In the first year, assumptions are that there will only be two workers in the food truck to execute and manage operations. As demand increases, we will purchase another food truck and hire an additional assistant to support the head chef.

Table: Personnel Plan

PERSONNEL	Year 1	Year 2	Year 3
Head Chef 1	\$XX,500	\$XX,000	\$XX,000
Chef/Assistant 1	\$XX,500	\$XX,500	\$XX,000
Head Chef 2		\$XX,000	\$XX,000
Chef/Assistant 2		\$XX,500	\$XX,000
<b>TOTAL PAYROLL</b>	<b>\$XX,000</b>	<b>\$XX0,000</b>	<b>\$XX0,000</b>

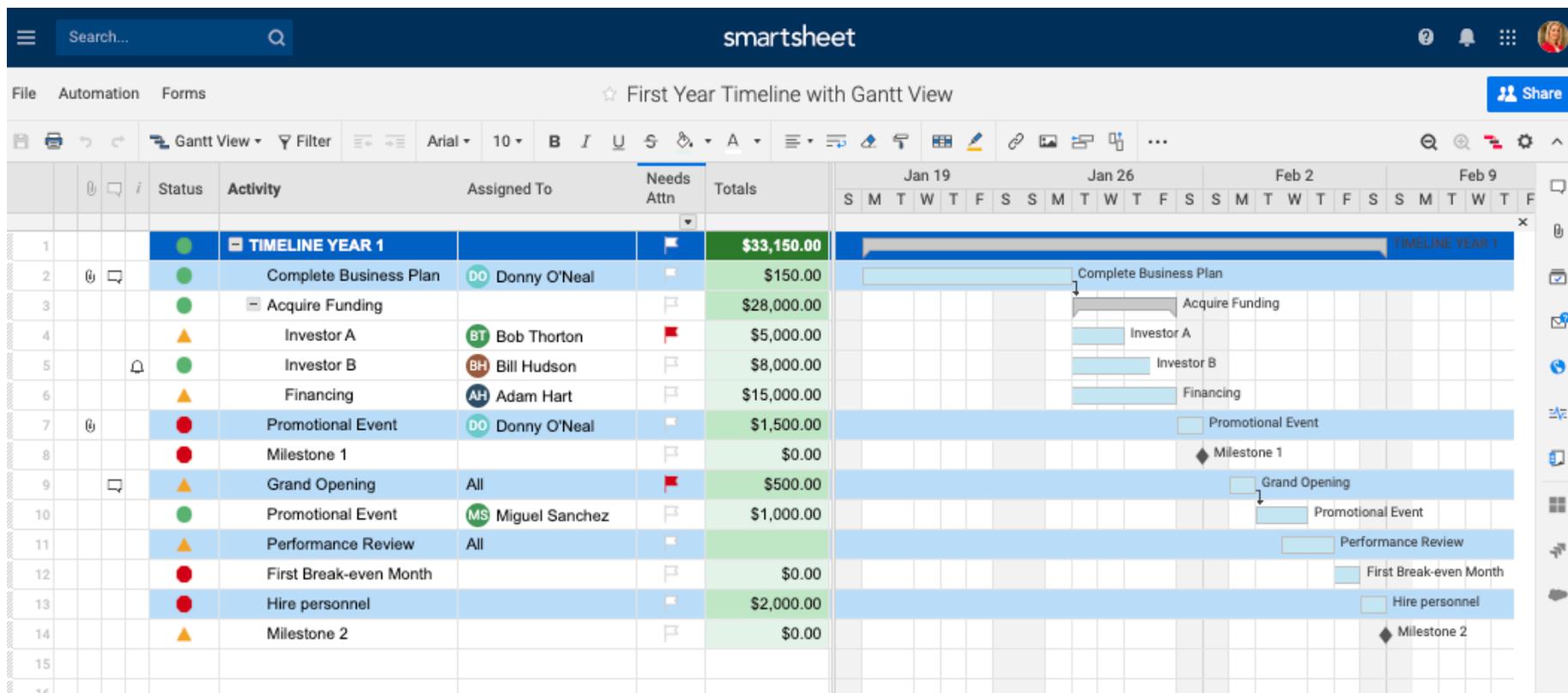
## SWOT Analysis

- **Strengths**
  - Location
  - Easy access
  - Fast service
  - Large portions
  - Wide variety of offerings
  - High quality
  - Fresh ingredients
- **Weaknesses**
  - No dedicated seating area
  - Lack of brand recognition
  - Colder weather during the winter months
- **Opportunities**
  - High-traffic area for business professionals
  - Partner with local vendors offering products that complement ours
  - Leverage existing relationships with local farmers markets
- **Threats**
  - Existing food trucks adopting our business model
  - New food trucks entering the market and increasing competition

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### Timeline

The timeline illustrated below shows the specific activities that are scheduled to take place during the first year, including task ownership, status, milestones, and budgeting totals. Throughout the year we will keep track of plan progress, and report on the timely completion of each activity and milestone.



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## FINANCIAL PLAN

### Key Assumptions

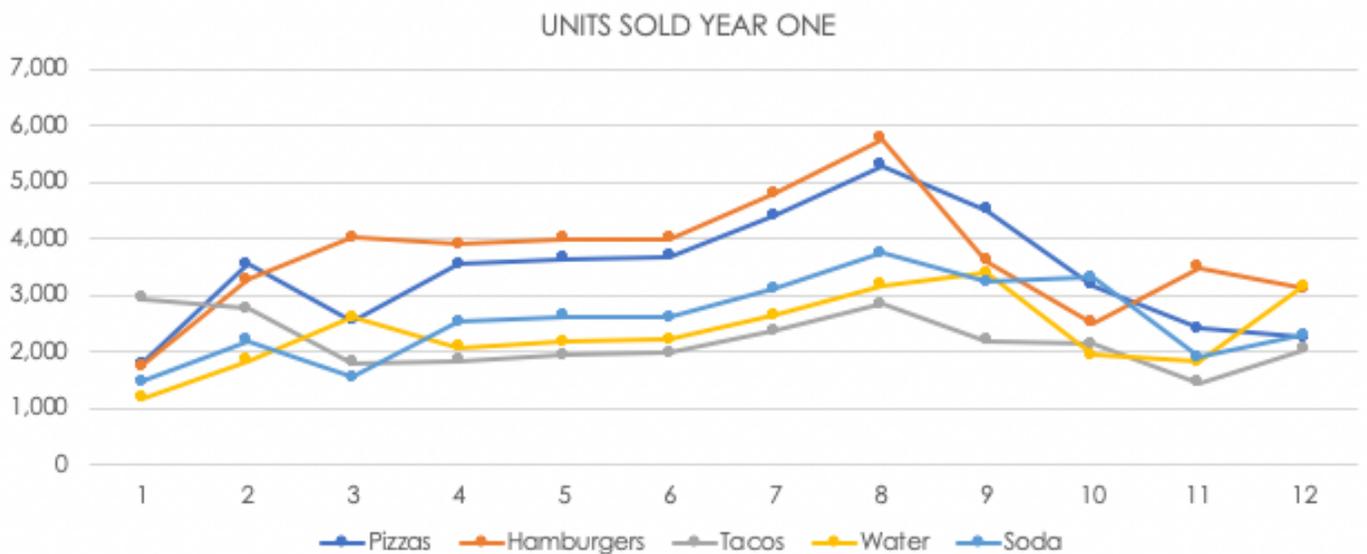
Revenues will increase at an annual rate of roughly 30%, with an increase in sales of 20% in July and August due to a historical upsurge during this time of year when the weather is warmer and foot traffic is higher. We expect this increase to remain continual throughout the following year due to the anticipated stream of new customers to Donny's Food Truck.

To provide an exhibition of a worst-case scenario, sales projections are deliberately calculated low.

### Sales Forecast

We expect the highest performance during the months of July and August in our sales forecast, due to the summer season and high rate of foot traffic.

Graph: Sales Forecast



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Table: Sales Forecast

	OPERATING DAYS		
	350		
<b>CUSTOMERS</b>	YEAR 1	YEAR 2	YEAR 3
EST. FOOTFALL PASSING STORE / DAY	5,000	5,150	5,300
% of FOOTFALL ENTERING STORE	1.70%	1.80%	2.50%
<b>TOTAL CUSTOMERS PER DAY</b>	<b>85</b>	<b>93</b>	<b>133</b>
<b>SALES</b>			
% of CUSTOMERS WHO PURCHASE	25.00%	26.00%	27.00%
<b>TOTAL NUMBER OF SALES PER DAY</b>	<b>21</b>	<b>24</b>	<b>36</b>
<b>REVENUE</b>			
AVERAGE SALE VALUE	\$ 10.00	\$ 11.50	\$ 10.00
REVENUE PER DAY	\$ 212.50	\$ 277.17	\$ 357.75
<b>REVENUE PER YEAR TOTAL</b>	<b>\$ 74,375.00</b>	<b>\$ 97,010.55</b>	<b>\$ 125,212.50</b>
<b>OTHER REVENUE</b>			
OTHER SOURCE 1	\$ 150.00	\$ 150.00	\$ 150.00
OTHER SOURCE 2	\$ -	\$ -	\$ -
OTHER SOURCE 3	\$ -	\$ -	\$ -
OTHER SOURCE 4	\$ -	\$ -	\$ -
OTHER SOURCE 5	\$ -	\$ -	\$ -
<b>OTHER REVENUE TOTAL</b>	<b>\$ 150.00</b>	<b>\$ 150.00</b>	<b>\$ 150.00</b>
<b>TOTAL REVENUE</b>	<b>\$ 74,525.00</b>	<b>\$ 97,160.55</b>	<b>\$ 125,362.50</b>

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## Budget Overview

Table: Budget Overview

	YEAR 1 BUDGET		YEAR 2 BUDGET		% Change
Total Income	\$	59,625.00	\$	77,728.00	30%
Total Expenses	\$	49,000.00	\$	53,700.00	10%
NET Income	\$	10,625.00	\$	24,028.00	126%
<b>INCOME</b>					
Salary/Wages	\$	25,000.00	\$	30,000.00	20%
Interest Income	\$	500.00	\$	800.00	60%
Dividends	\$	625.00	\$	715.00	14%
Refunds/Reimbursements	\$	6,000.00	\$	8,000.00	33%
Business	\$	18,000.00	\$	25,250.00	40%
Pension	\$	500.00	\$	800.00	60%
Misc.	\$	9,000.00	\$	12,163.00	35%
<b>TOTAL</b>	<b>\$</b>	<b>59,625.00</b>	<b>\$</b>	<b>77,728.00</b>	<b>30%</b>
<b>EXPENSES</b>					
<b>General &amp; Admin</b>					
Wages & Salaries	\$	30,000.00	\$	32,000.00	7%
Outside Services					
Supplies	\$	600.00	\$	850.00	42%
Meals & Entertainment					
Rent					
Telephone	\$	500.00	\$	600.00	20%
Utilities					
Depreciation					
Insurance	\$	10,000.00	\$	11,000.00	10%
Repairs/Maintenance	\$	4,000.00	\$	4,500.00	13%
Maintenance/Improvements					
Other					
	<b>\$</b>	<b>45,100.00</b>	<b>\$</b>	<b>48,950.00</b>	<b>9%</b>
<b>SALES &amp; MARKETING</b>					
Advertising	\$	2,000.00	\$	2,500.00	25%
Direct Marketing					
Print Advertising					
Events/Tradeshows/Sponsorships	\$	700.00	\$	900.00	29%
Marketing Collateral	\$	700.00	\$	800.00	14%
Prospects Lists					
Other					
	<b>\$</b>	<b>3,400.00</b>	<b>\$</b>	<b>4,200.00</b>	<b>24%</b>
<b>OTHER</b>					
Other	\$	500.00	\$	550.00	10%
Other					
Other					
	<b>\$</b>	<b>500.00</b>	<b>\$</b>	<b>550.00</b>	<b>10%</b>
<b>TOTAL</b>	<b>\$</b>	<b>49,000.00</b>	<b>\$</b>	<b>53,700.00</b>	<b>10%</b>

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FINANCIAL STATEMENTS

Profit and Loss

Table: Profit and Loss

TIME PERIOD COVERED		NET INCOME	
Year 1		<i>equals (sales minus CoGS) minus total expenses</i>	<b>\$ 10,625.00</b>

REVENUE	
SALES	
Pizza	\$ 40,841.00
Tacos	\$ 26,288.00
Hamburgers	\$ 44,241.00
Water	\$ 28,236.00
Soda	\$ 30,627.00
Other Income	\$ -
Other Income	\$ -
Other Income	\$ -
<b>TOTAL SALES</b>	<b>\$ 170,233.00</b>

EXPENSES	
LABOR EXPENSE	
Salary	\$ 30,000.00
Hourly	\$ -
Benefits	\$ -
Other	\$ -
<b>TOTAL LABOR EXPENSE</b>	<b>\$ 30,000.00</b>

OTHER EXPENSE	
Direct Operating Expenses	\$ -
Marketing	\$ 3,400.00
Telephone	\$ 500.00
Repairs	\$ 4,000.00
Insurance	\$ 10,000.00
Maintenance	\$ -
Supplies	\$ 600.00
Equipment Lease	\$ -
Overhead	\$ -
Depreciation & Amortization	\$ -
Interest Expense	\$ -
Other Expense	\$ 500.00
<b>TOTAL OTHER EXPENSE</b>	<b>\$ 19,000.00</b>

COST OF GOODS SOLD	
Beef	\$ 25,000.00
Tortillas	\$ 15,015.00
Buns	\$ 7,103.00
Cheese	\$ 12,000.00
French fries	\$ 11,000.00
Lettuce	\$ 14,995.00
Tomatoes	\$ 10,495.00
Other goods	\$ 15,000.00
<b>TOTAL CoGS</b>	<b>\$ 110,608.00</b>

<b>GROSS PROFIT   Sales minus CoGS</b>	<b>\$ 59,625.00</b>	<b>TOTAL EXPENSES</b>	<b>\$ 49,000.00</b>
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## Balance Sheet

Table: Balance Sheet

ASSETS	YEAR 1	YEAR 2
<b>CURRENT ASSETS</b>		
Cash	\$ 10,152.00	\$ 13,633.00
Accounts Receivable	\$ 7,656.00	\$ 9,322.00
Inventory	\$ 10,000.00	\$ 12,000.00
Prepaid Expenses	\$ -	\$ -
Short-Term Investments	\$ -	\$ -
<b>TOTAL CURRENT ASSETS</b>	<b>\$ 27,808.00</b>	<b>\$ 34,955.00</b>
<b>FIXED (LONG TERM) ASSETS</b>		
Long-Term Investments	\$ -	\$ -
Property / Equipment	\$ 70,000.00	\$ 72,000.00
(Less Accumulated Depreciation) <i>insert negative amount</i>	\$ 26,000.00	\$ 28,000.00
Intangible Assets	\$ -	\$ -
<b>TOTAL FIXED ASSETS</b>	<b>\$ 96,000.00</b>	<b>\$ 100,000.00</b>
<b>OTHER ASSETS</b>		
Deferred Income Tax	\$ -	\$ -
Other	\$ -	\$ -
<b>TOTAL OTHER ASSETS</b>	<b>\$ -</b>	<b>\$ -</b>
<b>TOTAL ASSETS</b>	<b>\$ 123,808.00</b>	<b>\$ 134,955.00</b>

LIABILITIES AND OWNER'S EQUITY	YEAR 1	YEAR 2
<b>CURRENT LIABILITIES</b>		
Accounts Payable	\$ 3,500.00	\$ 3,650.00
Short-Term Loans	\$ 50,000.00	\$ 30,000.00
Income Taxes Payable	\$ -	\$ -
Accrued Salaries and Wages	\$ -	\$ 12,000.00
Unearned Revenue	\$ 308.00	\$ 500.00
Current Portion of Long-Term Debt	\$ -	\$ -
<b>TOTAL CURRENT LIABILITIES</b>	<b>\$ 53,808.00</b>	<b>\$ 46,150.00</b>
<b>LONG TERM LIABILITIES</b>		
Long-Term Debt	\$ 20,000.00	\$ 22,000.00
Deferred Income Tax	\$ -	\$ 1,805.00
Other	\$ -	\$ -
<b>TOTAL LONG-TERM LIABILITIES</b>	<b>\$ 20,000.00</b>	<b>\$ 23,805.00</b>
<b>OWNER'S EQUITY</b>		
Owner's Investment	\$ 50,000.00	\$ 65,000.00
Retained Earnings	\$ -	\$ -
Other	\$ -	\$ -
<b>TOTAL OWNER'S EQUITY</b>	<b>\$ 50,000.00</b>	<b>\$ 65,000.00</b>
<b>TOTAL LIABILITIES AND OWNER'S EQUITY</b>	<b>\$ 123,808.00</b>	<b>\$ 134,955.00</b>

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## Cash Flow

Table: Cash Flow

TIME PERIOD COVERED	CASH FLOW TYPE		
	PESSIMISTIC	EXPECTED	OPTIMISTIC
Year 1			
<b>BEGINNING BALANCE   CASH ON HAND</b>	\$ 10,152.00	\$ 15,000.00	\$ 19,500.00
<b>( + ) CASH RECEIPTS</b>			
CASH SALES	\$ 170,233.00	\$ 180,000.00	\$ 195,000.00
CUSTOMER ACCOUNT COLLECTIONS	\$ -	\$ -	\$ -
LOAN / CASH INJECTION	\$ -	\$ -	\$ -
INTEREST INCOME	\$ -	\$ -	\$ -
TAX REFUND	\$ -	\$ -	\$ -
OTHER CASH RECEIPTS	\$ -	\$ -	\$ -
OTHER	\$ 5,000.00	\$ 8,000.00	\$ 12,000.00
<b>TOTAL CASH RECEIPTS</b>	\$ 175,233.00	\$ 188,000.00	\$ 207,000.00
<b>( - ) CASH PAYMENTS</b>			
<b>( - ) COST OF GOODS SOLD</b>			
PAYROLL TAXES / BENEFITS - DIRECT	\$ 65,000.00	\$ 60,000.00	\$ 55,000.00
SALARIES - DIRECT	\$ 40,000.00	\$ 50,000.00	\$ 60,000.00
SUPPLIES	\$ 8,000.00	\$ 6,000.00	\$ 4,000.00
OTHER	\$ -	\$ -	\$ -
<b>TOTAL COST OF GOODS SOLD</b>	\$ 113,000.00	\$ 116,000.00	\$ 119,000.00
<b>( - ) OPERATING EXPENSES</b>			
ACCOUNT FEES	\$ 8,000.00	\$ 7,000.00	\$ 6,000.00
ADVERTISING	\$ 9,000.00	\$ 8,000.00	\$ 7,500.00
BANK FEES	\$ -	\$ -	\$ -
CONTINUING EDUCATION	\$ -	\$ -	\$ -
DUES / SUBSCRIPTIONS	\$ -	\$ -	\$ -
INSURANCE	\$ -	\$ -	\$ -
OTHER	\$ -	\$ -	\$ -
<b>TOTAL OPERATING EXPENSES</b>	\$ 17,000.00	\$ 15,000.00	\$ 13,500.00
<b>TOTAL CASH PAYMENTS</b>	\$ 130,000.00	\$ 131,000.00	\$ 132,500.00
<b>NET CASH CHANGE (CASH RECEIPTS – CASH PAYMENTS)</b>	\$ 45,233.00	\$ 57,000.00	\$ 74,500.00
<b>END-OF-PERIOD CASH POSITION (CASH ON HAND + CASH RECEIPTS – CASH PAYMENTS)</b>	\$ 55,385.00	\$ 72,000.00	\$ 94,000.00

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## APPENDIX

This section is where you will place any additional factual information or documentation to support points you've made in your plan. Below are some common items to include in the appendix section of your business plan:

- Licenses and permits
- Competitor information
- Professional business references
- Credit reports
- Images or illustrations of products mentioned in plan
- Marketing reports
- Charts and graphs
- Spreadsheets

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