

# THE BITE LAB - FOOD TRUCK BUSINESS PLAN

Michelle Renney

35215 Funny River Road

[thebitelabak@gmail.com](mailto:thebitelabak@gmail.com)

## Executive Summary

**Business name:** THE BITE LAB

### Concept

A modern food truck specializing in mexican-forward fusion dishes, blending traditional mexican flavors with global influences (asian, american comfort, mediterranean, etc.)

### Mission statement

To deliver bold, fresh, high-quality meals quickly, focusing on portability, flavor creativity and local alaskan ingredients where possible

### Unique Selling Point

Familiar mexican comfort with exciting twists, visually appealing dishes and rotating monthly fusion specials

### Vision

To become a well-known, profitable, and highly mobile food brand serving events, lunch crowds and late-night markets across alaska

### Objectives

- secure startup financing for truck purchase, permits, equipment and working capital
- launch operations within 90 days of funding
- reach profitability within the first 6-9 months
- build a recognizable brand through quality, consistency, and strong local presence

## **Company Description**

The bite lab will operate as a mobile food truck based in alaska, offering mexican-inspired fusion dishes such as birria ramen, korean-mexican tacos, loaded street bowls, gourmet quesadillas, tamales and more. the food truck model allows mobility between events, industrials zones, local breweries and festivals

**Legal Structure:** Sole Proprietorship

**Location:** Soldotna/Kenai area with ability to travel statewide for events

**Hours of Operation:**

- Lunch 11AM to 3PM
- Dinner 5PM TO 8PM
- Weekend events, pop ups and festivals as available

## **Market Analysis**

### **Target Market**

- Local workers seeking fast and filling lunch options
- Festival and event attendees
- Families seeking unique food options
- Tourists during peak seasons

### **Market Need**

Alaska communities often have limited diverse food options—especially fusion cuisine. A high-quality, clean, and professional food truck can fill this gap while keeping overhead costs low

### **Competitive Analysis**

**Strengths of competitors:** Established customer bases and comfort-food menus.

**Weaknesses:** Limited fusion options, inconsistent hours, dated branding.

## **The Bite Lab Advantages:**

- Creative and Instagram-friendly menu
- Fast service with quality ingredients
- Modern brand and professionally designed truck visuals
- Mobility: Ability to follow demand

## **Menu & Services**

### **Sample Menu Items**

- Birria Quesatacos with Consomé
- Birria Ramen Bowl
- Korean Bulgogi Tacos
- Tandoori Chicken Quesadilla
- Thai style shrimp tacos
- Crispy Chicken Tinga Burrito
- Carne Asada Fries (fusion toppings)
- Blue Corn Vegetarian Tamales
- House-made Agua Frescas - Hibiscus -Agave Lemonade - Coconut Horchata - Mexican Hot Chocolate

### **Additional Revenue Streams**

- Catering for events
- Pop-ups
- Seasonal specials
- Merchandise (stickers, shirts)

## **Marketing Strategy**

- Strong social media presence (Reels, TikTok videos, daily specials)
- Professional logo and branding (The Bite Lab)
- Digital loyalty program
- Collaborations with local businesses
- Opening Day Event + free samples promotion

# Operations Plan

## Daily Operations

- Drive to daily service location
- Set up truck, prep line, service
- End-of-day cleaning and food storage procedures

## Staffing Plan

- Owner/operator as main cook
- One support staff member/cashier for busy shifts

## Suppliers

- Local produce vendors
- Bulk Mexican suppliers (dried chiles, masa, cheese)
- Costco/Three Bears for staples

# Management & Experience

The owner brings strong experience in cooking, recipe development, customer service, and food safety. Experience working in fast-paced kitchens and managing inventory ensuring efficient daily operations.

The owner is a Certified Food Protection Manager and has a Food Worker's Card.

## Startup Costs (Estimated)

- Food truck purchase: \$20,000
- Equipment & upgrades: \$2,000
- Initial inventory: \$3,000
- Permits & licenses: \$1,500
- Branding, wrap, logo: \$500
- POS system: \$600

Total Estimated:\$27,600

## Revenue Projections

- Average customer spend: \$14-\$18
- Estimated daily customers: 30-60
- Estimated daily revenue: \$450-\$1000
- Monthly revenue (22 service days): \$10,000 - 20,000

## Expense Projections

- Food cost: 28-32%
- Labor cost: 15-22%
- Fuel, propane, insurance, maintenance

**Projected Net Profit Margin:** 18-25% after first 6-12 months

## Funding Request for Bank Loan

The Bite Lab requests a **\$25, 000 - \$35,000 small business loan** to cover startup costs and initial working capital.

## How Funds Will Be Used

- Purchase and retrofit of food truck
- Professional wrap and branding
- Initial inventory and supplies
- Licensing, permits, insurance
- Operations and working capital

## Loan Repayment Strategy

Monthly repayment will be supported by consistent revenue from:

- Daily lunch and dinner service
- Catering events
- Seasonal festival high-traffic months

The business model maintains low overhead and high mobility, improving revenue reliability.