

## Business Investment Proposal: Mexican Food Truck Business

I. Executive Summary: We are seeking a \$40,000 investment to open one Mexican food truck. The food truck will bring the authentic flavors of Mexico to customers in various locations, serving high-quality and delicious Mexican cuisine. With a strong market demand for mobile food options and a unique selling proposition, we are confident in the potential success of this venture.

II. Business Description: Our Mexican food truck will operate as a mobile restaurant, allowing us to reach a wide range of customers in different locations. We will serve a diverse menu of traditional Mexican dishes, focusing on tacos with a variety of flavorful fillings, salsas, and accompaniments. Our food truck will differentiate itself by using fresh, locally sourced ingredients, and providing exceptional customer service.

III. Market Analysis: The mobile food industry is growing rapidly, with consumers seeking convenient and diverse dining options. Mexican cuisine has gained popularity globally, and we aim to tap into this market demand. Through our market research, we have identified a strong target market comprising office workers, students, and residents in busy urban areas who are looking for quick and flavorful meals on-the-go.

### IV. Financial Projections:

Startup Costs: The investment of \$40,000 will cover the following expenses:

Food truck purchase or lease: \$20,000

Kitchen equipment and supplies: \$5,000

Permits and licenses: \$5,000

Marketing and branding: \$3,000

Working capital: \$7,000

Revenue Forecast: Based on our Customer analysis, we anticipate generating monthly revenues of \$20,000 per Month Per 100 Customers

Operating Expenses: Estimated monthly expenses include food supplies, employee wages, vehicle maintenance, fuel, insurance, and marketing costs, totaling around 75% to 85% per month.

Profitability: With revenue and expense projections, we anticipate reaching profitability within the first year of operating the food truck.

IV. Investment Structure and Return: We are offering a 5% equity stake in one food truck of our business in exchange for the \$40,000 investment. As an investor you will share 5 percent of the profit of one food truck of our Business. The projected ROI aligns with industry standards, and we anticipate a steady growth trajectory for the business. We will offer 45% of the profit until the initial investment of \$40,000 is paid back then after that 5% of the profits will go to you of the food truck.

VI. Risk Assessment:

Competition: The food industry is highly competitive, and we may face competition from existing food trucks, restaurants, and fast-food chains. However, our authentic recipes, high-quality ingredients, and exceptional customer service will set us apart.

Market Demand: Changes in consumer preferences or economic downturns may impact customer demand. To mitigate this risk, we will continuously monitor market trends and adapt our menu and marketing strategies accordingly.

Operational Challenges: As a mobile business, we may face logistical challenges such as finding suitable locations for the food truck, obtaining permits, and maintaining the food truck. We will leverage industry connections and develop contingency plans to overcome these challenges.

VII. Conclusion: With a \$40,000 investment, we will be able to launch and grow a Mexican food truck, capitalizing on the growing demand for mobile food options and the popularity of Mexican cuisine. Our strong value proposition detailed financial projections, and a solid risk mitigation plan make this an attractive investment opportunity with promising returns.

We invite you to join us on this exciting journey, tapping into the thriving food industry and bringing the flavors of Mexico to customers in a convenient and unique way. Together, we can build a successful and profitable Mexican food truck.

Thank you for considering our investment proposal. We are open to further discussions and answering any questions you may have.