



Seoul Street Kitchen

BUSINESS PLAN

Prepared for: Jordan Lee (fictional)

Business Type: Food Truck / Catering

Location: Denver, Colorado

ILLUSTRATIVE SAMPLE • NOT A COMPLETE PLAN

Business Overview

Executive Summary

Seoul Street Kitchen is a fictional Denver-based food truck concept serving Asian-inspired street food. Its proposed menu includes Korean BBQ rice bowls, teriyaki chicken bowls, bulgogi tacos and dumplings. The business is designed around convenient lunch service, recurring neighborhood stops and select private catering events.

The Opportunity

The concept targets busy professionals, brewery visitors and event attendees seeking flavorful, convenient meals. A mobile format allows the business to test locations and build repeat customer relationships without committing to a traditional restaurant storefront.

Products & Customer Experience

A focused menu is intended to simplify preparation and make ordering approachable. Consistent portions, recognizable branding and reliable service are central to the proposed customer experience. Catering provides an additional potential revenue channel alongside daily walk-up sales.

BUSINESS MODEL AT A GLANCE

Format: One mobile food truck

Primary customers: Office lunch crowds, brewery guests and event attendees

Revenue channels: Walk-up sales and pre-booked catering

Financial & Growth Preview

Startup & Revenue Snapshot

STARTUP BUDGET

\$28,000

AVERAGE SALE

\$18

MONTHLY GOAL

\$15,000

Illustrative Revenue Approach

At an estimated \$18 per transaction, the stated \$15,000 monthly revenue goal represents approximately 834 customer transactions per month. A scenario of 1,000 monthly transactions would generate \$18,000 in gross monthly sales before operating costs. These figures illustrate the concept rather than guarantee results.

Startup Priorities

The proposed \$28,000 startup budget must account for truck access and readiness, permits, commissary arrangements, initial food and packaging, insurance, point-of-sale equipment, branding and working capital. A used or leased truck may be more realistic than purchasing a fully equipped new vehicle within this budget.

Growth Direction

Early priorities include establishing dependable weekly service locations, developing repeat customers and testing selective catering opportunities. Future expansion would depend on actual sales performance, food costs, operating capacity and available cash.

WHAT YOUR COMPLETED PLAN INCLUDES

Your purchased plan expands on business-specific strategy, operating considerations, financial assumptions and practical marketing direction. Growth plans include deeper projections and an expanded roadmap.