

Module Title: **Enterprise and Entrepreneurship**

Module Code: **LCLM 4006**

Assessment: **Individual Written Business Plan**

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Overview of the business idea:

Fresh Fuel Food Truck will provide fresh, nutritious dishes made with locally sourced ingredients. The company strives to fulfil the growing need for nutritious convenience food while also providing value to customers through nutritional transparency. According to Kotler and Keller (2022), effective firms generate value by understanding and meeting their customers' demands.

Business Model Canvas – Fresh Fuel Food Truck

Key partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
Fresh Fuel Food Truck will collaborate with local farmers, fresh food suppliers, packaging firms, and delivery services such as Uber Eats and Deliveroo. Building strong alliances enables firms to improve efficiency and provide additional value to consumers (Burns, 2020). Local Suppliers & Farmers: To provide a consistent supply of fresh fruit, vegetables, meat, dairy, and eggs. Packing Company: A provider of biodegradable and recyclable food	The primary responsibilities are to prepare nutritious meals, serve clients, monitor social media, source fresh ingredients, and ensure food safety regulations. According to Barrow, Barrow, and Brown (2012), excellent everyday operations are critical for corporate success. •Providing high-quality products to prepare fresh meals every morning. •Buying fresh products from reliable local suppliers. •Calculating and presenting each calorie count, calories, fibre, protein, carbs, fats, and allergies.	This business serves fresh, nutritious meals, with full nutritional details available for each product. Displaying calories, protein, carbs, fats, and allergies assists customers in making better decisions responding to the increased desire for nutritional information (Statista, 2024). Customers may make informed food decisions while enjoying convenient, high-quality meals. A compelling value proposition helps businesses set themselves apart from rivals (Kotler and Keller, 2022). The Problem:	Long-term client connections will be built through loyalty programs, tailored offers, social media involvement, and exceptional customer service. According to Kotler and Keller (2022), building strong relationships with consumers leads to high levels of satisfaction and loyalty. •We will offer polite and individualised customer service, making every customer feel welcome. •Repeat clients will receive a free meal after purchasing nine meals through our loyalty programme.	Customers are segmented demographically through age, income, occupation, and lifestyle. The primary target market includes adults aged 18–45, particularly university students, office workers, gym members, and health-conscious individuals. Geographically, the food truck will operate in crowded urban locations including gyms, business centre districts, and college campuses. Fresh Fuel Food Truck will begin operations in Canary Wharf, London, a busy financial district with over 120,000 employees and thousands of daily visitors. The location is

containers, cups, napkins, and utensils. Delivery Platforms: Working with Uber Eats and Deliveroo allows consumers to place meal orders online, increasing revenue beyond walk-in customers. Local Gyms & Fitness Centres: Collaborating on cross-promotions with fitness groups. Dietitians or nutritionists: A certified nutritionist may assist in creating well-balanced meal plans and calculating precise nutritional data. Local Coffee Roaster: Partnering with a local coffee supplier allows us to offer high-quality coffee while supporting another local business.	•Delivering high-quality client service promptly. •Managing social media via sharing meals, specials, and consumer feedback. •Following food safety regulations and cleaning the food truck every day. •Controlling inventories to cut down on food waste. •Using delivery systems to process internet orders. Key Resources Key resources include the food truck, kitchenware, qualified employees, customers, company licenses, website, and social media platforms. According to Burns (2020), resources are critical for producing and providing client value.	Traditional fast food is speedy yet unhealthy. Although it is often slow service and costly, healthy restaurant food is healthy. The Solution: High-quality, nutrient-dense, customisable meals (such as grain bowls, high-protein wraps, or superfood smoothies) are served quickly, like a fast-food drive-thru or counter. Key Characteristics: Convenience, health/well-being, quickness, and freshness. PESTLE factors Social: Customers are searching for wholesome meals with transparent nutritional information as they become more	•Customers will also be able to contact us using Instagram, Facebook, and email. We will seek consumer input on how to enhance our menu and services. •The customer will receive a monthly newsletter with information on new menu items, special offers, and advice on eating healthily. Channels Fresh Fuel Food Truck will communicate with consumers via the food truck, website, Instagram, TikTok, Facebook, and meal delivery services. Businesses should employ a variety of communication platforms to efficiently reach their	great since many office workers have little time for lunch and prefer quick, nutritious food alternatives. As the company expands, it may open new outlets in King's Cross, Stratford, and Greenwich, all of which have a high concentration of students, professionals, and commuters. Psychologically, the business aims to attract clients who appreciate sustainability, ease of use, and quality of life. In terms of behaviour, it targets consumers who frequently order takeaway but are searching for healthier options with clear nutritional information (Kotler and Keller, 2022). Consumer statistics indicate that demand for
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	Physical Resources: •The business requires a fully outfitted food truck, industrial kitchen supplies, refrigerators, kitchen appliances, and a point-of-sale (POS) payment system. Reliable technology is critical for ensuring food safety, productive operations, and fast client service. Human Resources: •Initially, the company plans to recruit the owner/manager, one trained chef, and one kitchen helper. As the business grows, more personnel may be assigned to support catering services and different food truck sites. Employees who are skilled and polite will help	health-conscious. This business meets this growing need by producing balanced meals that appeal to a variety of dietary preferences. A PESTEL analysis can assist firms in discovering other factors that may impact performance (Burns, 2020). Environmental: •Customers increasingly prefer firms that care about the environment. To reduce climate change, the company uses biodegradable packaging, recycles leftover food, and purchases goods from nearby vendors. Technological: •Modern customers prefer convenience. Customers may	target market, according to Kotler and Keller (2022). Physical: •The food truck will operate in high-traffic areas such as business parks, universities, retail malls, local markets, and fitness activities. Participating in community activities and culinary festivals will also help raise the reputation. Digital/Mobile App: •The business will advertise its goods on Facebook, Instagram, TikTok, and its own website. The menu, nutritional data, daily truck locations, and online ordering will all be available to customers. Partnerships with Uber Eats and Deliveroo will expand sales	healthier foods in the UK is increasing (Statista, 2024). Office Workers: Busy professionals looking for healthy lunches during work breaks. University Students: Students who need affordable, nutritious meals between classes. Gym Members: People following fitness programmes who require high-protein and balanced meals. Health-Conscious Families: Parents looking for healthier takeaway options. Busy Professionals: People with limited time who still want nutritious food.
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	to provide good customer service and happiness. Intellectual Resources: •The business brand, logo, website, recipes, nutritional database, and social media profiles are each important resources that contribute to the development of consumer awareness and trust. One of its key competitive benefits is that the level of nutritional information is shown for each meal. Financial Resources: • To buy equipment, supplies, licenses, and marketing materials, the company needs startup cash, business insurance, and operating capital. Enough financial resources will ensure that everyday operations continue smoothly throughout the first year.	purchase online, pay with contactless payment, scan QR codes for nutritional and allergy information, and track our daily truck whereabouts via social media.	opportunities and improve convenience for clients who prefer meal delivery. Using different sales channels helps the company reach a larger consumer base while improving accessibility and ease.	Consumer spending habits impact purchase decisions (Office for National Statistics, 2024).
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Cost Structure

Fresh Fuel Food Truck will need to invest around £45,000 to get started. The funding will be used to purchase a second-hand food truck, kitchen equipment, licences, insurance, initial stock, marketing, website development, staff wages, and working capital during the first month of operation.

In the initial stage, a Start Up Loan from the UK Government and private investors will be their initial sources of funding. This combination reduces financial risk while providing enough funding to launch the business.

While the food truck itself costs only £18,000, greater funding is needed to invest in professional cooking equipment, secure insurance and licenses, recruit qualified employees, and invest enough operating capital. Operating in Canary Wharf, one of London's most important commercial districts, requires a professional level of equipment and branding to match customer standards.

Fixed Costs:

- The most significant expenditure is the acquisition of a used food truck (£18,000), which is a low-cost way to start the company while keeping initial costs moderate. Commercial kitchen equipment costs around £7,000, which includes refrigeration, cooking appliances, food preparation stations, a coffee machine, and a point-of-sale (POS) system.

The company will first hire one full-time employee with a monthly pay cost of £2,100. Their tasks will include cooking meals, serving

Revenue Streams

Food and beverage sales, meal subscriptions, catering services, and corporate events will all bring in revenue. According to Burns (2020), diversifying revenue sources reduces financial risk and enhances corporate sustainability.

This business will collect money from:

Primary revenue:

- Truck Selling.
- Membership: weekly healthy meal subscription plans.
- Online menu.
- Corporate catering services for local businesses.
- Catering for community and sporting activities.
- Meal plans created specifically for gym members.

In the future, the business may launch a mobile app that lets clients order in advance, earn loyalty points, and get customised food suggestions. When demand varies seasonally, the company can maintain its financial stability by diversifying its income streams.

guests, maintaining food hygiene standards, handling the cash register, and providing exceptional customer service.

Additional start-up costs include business licences (£500), insurance (£2,210), website development (£800), branding and marketing (£3,250), and accounting services (£1,300). The business will also require approximately £2,000 for fresh ingredients and beverages, £800 for sustainable packaging, and a £2,700 contingency fund to cover unexpected expenses during the first months of trading.

This financial plan provides sufficient resources for Healthy Fuel Food Truck to start successfully while sustaining a steady income in its initial years of business (Barrow, Barrow, and Brown, 2012).

12-MONTH CASH FLOW FORECAST

Vira Olaniyi
Fresh Fuel Food Truck
21/07/2026

Select your starting month: July

Cash in-flows	Description (as required)	Starting point	1	2	3	4	5
Total anticipated sales	Healthy meals, drinks and snacks	£0	£8,000	£8,500	£9,000	£8,000	£8,500
Value of your Start Up Loan	UK Start Up Loan	£25,000	n/a	n/a	n/a	n/a	n/a
Other sources of cash or equity	Personal savings/Investor funding	£16,000	£0	£0	£0	£0	£0
Existing assets for business purposes	Existing equipment	£0	£0	£0	£0	£0	£0
		£0	£0	£0	£0	£0	£0
		£0	£0	£0	£0	£0	£0
		£0	£0	£0	£0	£0	£0
		£0	£0	£0	£0	£0	£0
Total cash in-flows (A)		£41,000	£8,000	£8,500	£9,000	£8,000	£8,500

MONTHS							
6	7	8	9	10	11	12	TOTAL
£10,000	£8,000	£8,000	£8,000	£9,000	£8,500	£10,000	£103,500
n/a	n/a	n/a	n/a	n/a	n/a	n/a	£25,000
£0	£0	£0	£0	£0	£0	£0	£16,000
£0	£0	£0	£0	£0	£0	£0	£0
£0	£0	£0	£0	£0	£0	£0	£0
£0	£0	£0	£0	£0	£0	£0	£0
£0	£0	£0	£0	£0	£0	£0	£0
£0	£0	£0	£0	£0	£0	£0	
£10,000	£8,000	£8,000	£8,000	£9,000	£8,500	£10,000	£144,500

The values in this cash flow prediction are approximations based on current UK market prices for food truck enterprises. Sales are predicted to steadily rise within the first year as customer awareness rises through social media marketing, repeat purchases, and word-of-mouth referrals. The most expensive initial charges include a used food truck, kitchen equipment, employee salary, and initial stock. Personal savings, investor money, and a UK Start Up Loan will provide enough operating capital to sustain the firm throughout its first year of operation.

Cash out-flows	Description (as required)	Starting point	1	2	3	4	5
Total anticipated cost of sales	Initial stock (food/drinks)	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000
Existing assets for business purposes	None	£0	£0	£0	£0	£0	£0
Rent or premises costs	Food truck pitch rental	£700	£700	£700	£700	£700	£700
Business rates for your business premises	Local authority fees	£150	£0	£0	£0	£0	£0
Utilities (gas, electricity, water)	Gas and electricity	£250	£250	£250	£250	£250	£250
Insurance	Vehicle/public liability	£170	£170	£170	£170	£170	£170
Telephone and internet	Business mobile/WI-FI	£50	£50	£50	£50	£50	£50
Marketing and advertising expenses	Social media/flyers	£250	£250	£250	£250	£250	£250
Vehicle running costs	Fuel/maintenance	£450	£450	£450	£450	£450	£450
Equipment purchase or leasing	Kitchen equipment	£7,000	£0	£0	£0	£0	£0
Postage, printing, stationery	Menus/receipts	£50	£0	£0	£0	£0	£0
Transport and delivery	Supplier deliveries	£250	£0	£0	£0	£0	£0
Professional fees (legal, accounting etc.)	Accountant	£100	£100	£100	£100	£100	£100
Your salary (if PSB is in deficit)*	Owner salary	£1,000	£1,300	£1,300	£1,300	£1,300	£1,300
Your salary (over and above your PSB needs)*			£0	£0	£0	£0	£0
Staff costs	One employee	£0	£2,100	£2,100	£2,100	£2,100	£2,100
Start Up Loan monthly repayment - First Loan	Monthly repayment	£0	£500	£500	£500	£500	£500
Enter other	Sustainable packaging	£800	£0	£0	£0	£0	£0
Enter other	Website development	£800	£0	£0	£0	£0	£0
Enter other	Uniforms	£300	£0	£0	£0	£0	£0
Enter other	Business licences	£500	£0	£0	£0	£0	£0
Enter other	MOT, Servicing, Breakdown Cover	£50	£50	£50	£50	£50	£50
Enter other		£0	£0	£0	£0	£0	£0
Total cash out-flows (B)		£14,870	£7,920	£7,920	£7,920	£7,920	£7,920

Your net cash flow (A-B)	£26,130	£80	£580	£1,080	£80	£580
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Your monthly opening business bank account balance	£0	£26,130	£26,210	£26,790	£27,870	£27,950
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Your closing cash position	£26,130	£26,210	£26,790	£27,870	£27,950	£28,530
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MONTHS								
5	6	7	8	9	10	11	12	TOTAL
£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£26,000
£0	£0	£0	£0	£0	£0	£0	£0	£0
£700	£700	£700	£700	£700	£700	£700	£700	£9,100
£0	£0	£0	£0	£0	£0	£0	£0	£150
£250	£250	£250	£250	£250	£250	£250	£250	£3,250
£170	£170	£170	£170	£170	£170	£170	£170	£2,210
£50	£50	£50	£50	£50	£50	£50	£50	£650
£250	£250	£250	£250	£250	£250	£250	£250	£3,250
£450	£450	£450	£450	£450	£450	£450	£450	£5,850
£0	£0	£0	£0	£0	£0	£0	£0	£7,000
£0	£0	£0	£0	£0	£0	£0	£0	£50
£0	£0	£0	£0	£0	£0	£0	£0	£250
£100	£100	£100	£100	£100	£100	£100	£100	£1,300
£1,300	£1,300	£1,300	£1,300	£1,300	£1,300	£1,300	£1,300	£15,600
£0	£0	£0	£0	£0	£0	£0	£0	£0
£2,100	£2,100	£2,100	£2,100	£2,100	£2,100	£2,100	£2,100	£25,200
£500	£500	£500	£500	£500	£500	£500	£500	£6,000
£0	£0	£0	£0	£0	£0	£0	£0	£800
£0	£0	£0	£0	£0	£0	£0	£0	£800
£0	£0	£0	£0	£0	£0	£0	£0	£300
£0	£0	£0	£0	£0	£0	£0	£0	£500
£50	£50	£50	£50	£50	£50	£50	£50	£650
£0	£0	£0	£0	£0	£0	£0	£0	£0
£7,920	£7,920	£7,920	£7,920	£7,920	£7,920	£7,920	£7,920	£109,910

£580	£2,080	£80	£80	£80	£1,080	£580	£2,080	£34,590
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£27,950	£28,530	£30,610	£30,690	£30,770	£30,850	£31,930	£32,510	£34,590
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£28,530	£30,610	£30,690	£30,770	£30,850	£31,930	£32,510	£34,590	£34,590
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FRESH & NUTRITIOUS
Healthy meals made with locally sourced ingredients.



MADE WITH CARE
Every dish is prepared fresh daily with passion.



SUSTAINABLE
Eco-friendly practices for a better tomorrow.



ON THE GO
Convenient, wholesome food wherever you are.



REFERENCES



LOCAL & SEASONAL
Supporting local farms and communities.



NUTRITIONAL TRANSPARENCY
Clear information for healthier choices.



CONVENIENCE
Quick, fresh and made for your day.



ECO-FRIENDLY
Sustainable packaging and low waste.



COMMUNITY FOCUSED
Bringing people together through good food.

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