

Fresh Pizza On Board

DC SLI

Slices \$4
Sides
Tops (Add \$1.00)
Ls Cheese \$5
Ls Loaded \$6
Pizza \$12 \$15
Sub \$7
Sandwich \$3

Menu board with several items and prices listed.



INTRODUCTION

PIZZA TRUCK

I want to start a Pizza Truck Business

- I have been a cook for 22 years. I have worked in restaurants, at outdoors events, in commercial kitchens, small restaurants, and many 'EVENTS'. I am 57 years old.
- I have assisted and supervised kitchens of various sizes for the past 12 years.
- My focus will be to target 'scheduled EVENTS'. I do not want to simply operate a street food truck every day.
- The focus of my work has been cooking food; I am a cook, by trade. I wish to use my experience to operate a pizza truck business.
- **My reason for wanting to do this Pizza Business is:**
- To reap the benefits of this lucrative type of business. For many years, I have worked at events and have witness the profitability...I want to get in on the action.
- To serve the high demand of EVENTS in the food industry. Every community has 1,000's of EVENTS each year that require food services.
- This will allow me to manage my days and maximize my income.
- I'm looking for an infusion of \$50,000



EXPERIENCE AND TIME MANAGEMENT

- A) With my 22 years of cooking EXPERIENCE, I know that cooking for EVENTS is a precise business. The volume of clients, of food, and delivery time all vary, depending on the event. I have managed this process for many years; the numbers never lie.
- A) With the \$50,000 infusion, I will be able to purchase and equip the pizza truck. By doing so, I will be able to offer a really profitable business and specialize for my future in the food EVENT business.
- C) The specific tools, and equipment, and materials, I will need are as follow:

(1) USED Truck	\$15,000
Equip and Retro-fit the Truck	\$10,000
Materials	\$ 2,000
Inventory and printed Materials	\$ 1,500
Attached Grill	\$ 500
Specialty Freezer	\$ 2,500
Special Sleeping Loft	\$ 1,000
Special A/C Unit (and install)	\$ 1,500
Specialty Surround Table	\$ 2,000
Licenses, Permits	\$ 1,000
Accounting Fees	\$ 1,000
Point of Sale Software	\$ 1,000
New Office, Laptop, iPod minis, iPhones	\$ 2,500
Miscellaneous Fee	\$ 3,000
Hire an Operator (1 st 6/mth @ \$550/mth	\$ 3,300
Equip new operator: iPhone, iPad, Computer	\$ 1,700
Total	\$50,000

D) Marketing and Promotion will be explained in Section #5 Daily Plan and Section #4 Constant Stream of Customers.

New Company Name and info:

- Company name: Pizza Truck
- Ownership %: LLC...% to be determined.
- Owner's name: Ron Jones and New Investor.
- Office location: 1254 Sunlight Dr, Oakland, CA
- Bank: Bank of America.

E) Pricing, Margins, and Charges: to be discuss with new Investor.

F) My focus is to make sure that the new truck is at as many EVENTS during the year as possible.

G) I will continue to work at my present job. I have a good network of workers who are professional and reliable. When revenues permit, I will start drawing a salary and work exclusively in the Pizza Truck.

H) I will also manage all the activities/tasks for the truck (purchasing, food prep, workers scheduling, cooking, when able).

3) CASH FLOW:

Involves the Inflow and Outflows of Cash... and that is the focus of this Section. Some aspects of Cash Flow involve the use of the initial cash investment; this how we view Cash Flow in these circumstances.

- A) This Cash Flow analysis involves the Cash Flow for the new company, Remote Computer Cleaning-Support. For example, (before we get into the Cash Flow), the use of some of the cash infusion will be as follow:



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Materials	\$ 2,000
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Attached Grill	\$ 500
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Equip new operator: iPhone, iPad, Computer	\$ 1,700
Total	\$ 50,000

Accordingly, a very succinct Cash Flow is as follow:

Cash flow for New , Pizza Truck Business

SUMMARY OF CASH FLOW: A rough summary of cash the monthly Cash Flow is Cash Inflow (income) - \$24,500 – Cash Outflow (expenses) of - \$14,750 = \$9,750/positive Cash Flow per month.

***See Projection Section for 2 other Scenarios.



Monthly Cash Inflows (Income)		Monthly Cash Outflows (Expenses)	
7 Projected New EVENTS at \$3,500 per event. (After the 1 st 90 days)	\$24,500	(7) Events: Worker's pay (4 @ 250 per Event)	\$7,000
		(7) Events: \$750 In material costs per event.	\$5,250
		Advertisement	\$100
		Internet	\$100
		7% dividend on the \$50,000 investment	\$292
		Monthly payback to investor (after 120 days of operations, 36 payments). Thereafter, or after the \$50,000 has been paid in full, payments of \$3,000/mth should be paid to the investor	\$1,388
		Miscellanies	\$200
		Accounting	\$250
		Licenses, Permits Fees	\$170
Total Monthly Income	\$24,500	Total Monthly Outflow	\$14,750

4.) CONSTANT STREAM OF CUSTOMER

Much of this PLAN, Pizza Truck, needs to focus on how to obtain a constant stream of customers. Here is a list of pro-active prospecting activities that we will need to implement in order to ensure that we have a constant stream of customers.

- a) 25 proactive calls by the Operator each day...leave voicemail.
- b) Networking by Ron: 2 nightly gatherings a month.
- c) 50 new postcards to be mailed out each week.
- d) Start a 5 x 8 index card system; transfer daily results into Microsoft or other data base each day. Data contexts need to be shared with workers...a contact data base for everybody.

There are **5 specifics things** that the Ron is accountable for each day:

- 1) What will he do (specifically)?**
 - a) Direct operator daily.
 - b) Supervise workers.
 - c) Proactively make (7) prospecting phone calls each day.
 - d) Schedule the jobs with the Clients.
 - e) Solve any concerns.
- 2) When will he do it?**
 - a) His hours are from 8:00am to 4:00pm at his present job. He will work all other hours at this new business.
 - b) He is responsible for proactive calls each day; he must do these calls and monitor the calls of others.
- 3) How will this prospecting work?**
 - a) Telephonically, pick up the phone.
 - b) Focus on Target markets/Affluent Businesses and Residencies.
- 4) Why do it at all?**
 - a. Prospecting works.
 - b. Need to keep score.
 - c. Other advertising will follow in 3 - 6 months.
- 5) How much should we call?**
 - a. As much is needed ...can be adjusted
 - b. Ron will serve as the communication-hub of the new business.

5) DAILY PLAN

A) DAILY PLAN FOR WORKFLOW

- 1) Notebooks, which describe a daily plan of action, will be completed daily by Ron and the workers.
- 2) Daily Plan is not optional.
- 3) Ron texts and communicates with everyone regarding the activities of the day.
- 4) Ron updates daily by using a calendar; showing what everybody needs to work on.
- 5) Reality: Ron is constantly available for clients and the workers.

B) DAILY PLAN FOR RON

- 1) Develop communication processes (i.e. Billing, E-mail, Communication with Clients, Communication with workers, Use of Book-Keeping Software).
- 2) Ron will review appropriate information with the workers ... daily.
- 3) Keep Executive Book with you at all the times.
- 4) COOPERATE with the workers, prospects, and clients.

C) DAILY PLAN FOR RON AND THE WORKERS

- 1) Incorporate daily plane of Ron and the workers into a working and cooperative overall daily plan.



6.) ORGANIZATION

Organization is 1 of the 10 Components of creating a Fully Developed Plan. When you are organized, you are serious about your work. When you are disorganized, you have little chance of succeeding.

A) ORGANIZE YOUR TARGET MARKET

- Target Large and Small Business Community.
- Affluent Companies are prime clients.
- Also, focus on Niche Markets: Schools, Small Business, Students, Parents.

B) ORGANIZE YOUR CLIENTS

- Understand - the 80-20 Rule.
- Identify – know who your top 500 prospects are.
- Categorize/Segregate... don't waste your time on time-wasters.

C) ORGANIZE YOUR DESK

- Ron needs to keep his TRUCK clean, and his desk organized.
- Ron handles all BILLING (100% of the billings/electronically).
- Daily Action Plan needs to be printed-out each day by Ron.
- Ron needs to set up a small office at home.





7) PERSONAL PREPAREDNESS

A) ARE YOU READY TO DO THIS?

- Ron and the workers need to speak to each other each night to evaluate the day's activities and plan for the next day's needs.
- Ron has sufficient energy to entertain this business.
- Ron wants this to be his retirement business income.
- This refocusing of his business life will be more profitable and a bit less stressful for him as he gets older.

B) PERSONAL ASSESSMENT

- Ron is 57 years old. His physical and mental health is excellent.
- Ron is excited to transition to his new businesses; and to focus on it.
- There are no personal, business, or other obligations in his life that will impede him from doing this new business.

C.) COMPELLING REASONS.

There are **3 primary things** that Ron wants from this business.

- Re-focus this business to serve as his retirement income.
- To sell this type of business as a business opportunity (nationally ... after 2 of operations).
- To allow him more flexibility – and to earn more income.

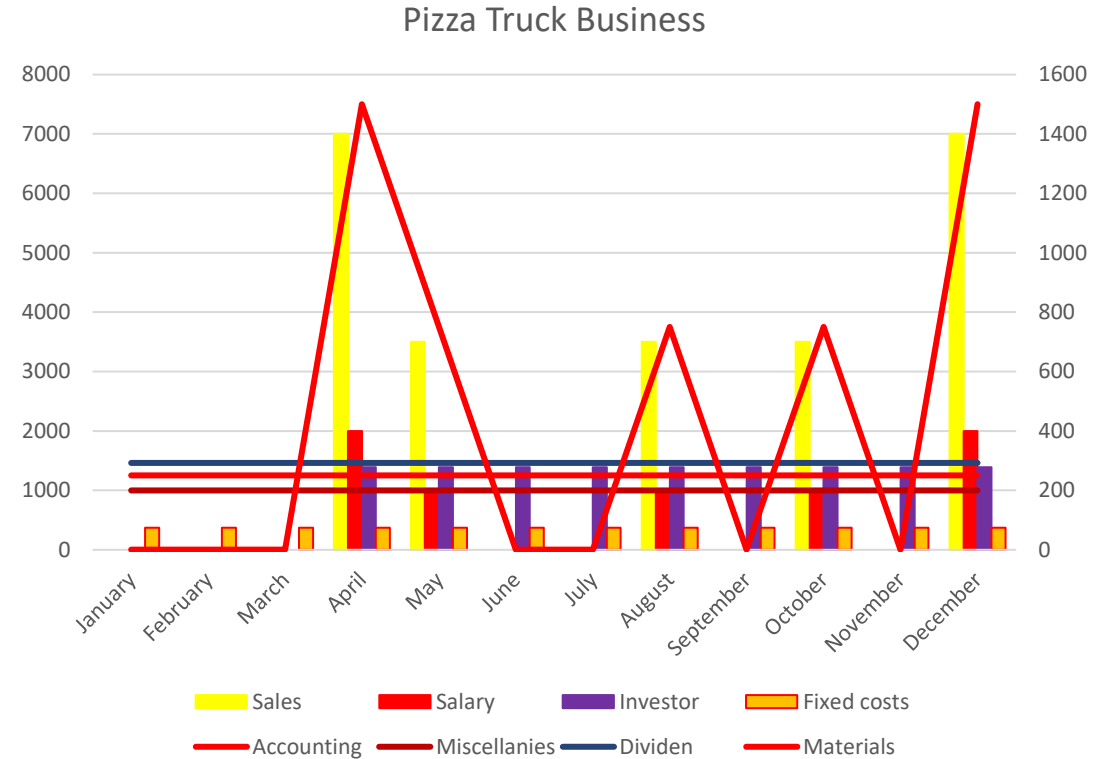


8.) PROJECTIONS

- I'll present 3 different Projections Scenarios ... which are projections. The 1st projection is from the CASH FLOW of this presentation. The last 2 projections are just changes to the amount of business generated ... or jobs completed.
- These projections are simply meant to illustrate the projected revenue from activities. Four additional things to consider:
 - 1.) These projections have nothing to do with his present job.
 - 2.) These projections can be altered and reconfigured at any time.
 - 3.) These projections involve a 1-time Capital Infusion of \$50,000.
 - 4.) These projections should be reviewed with Ron and the Investor – against actual revenues – to determined actual expectations, going forward.

PROJECTION SCENARIO #1

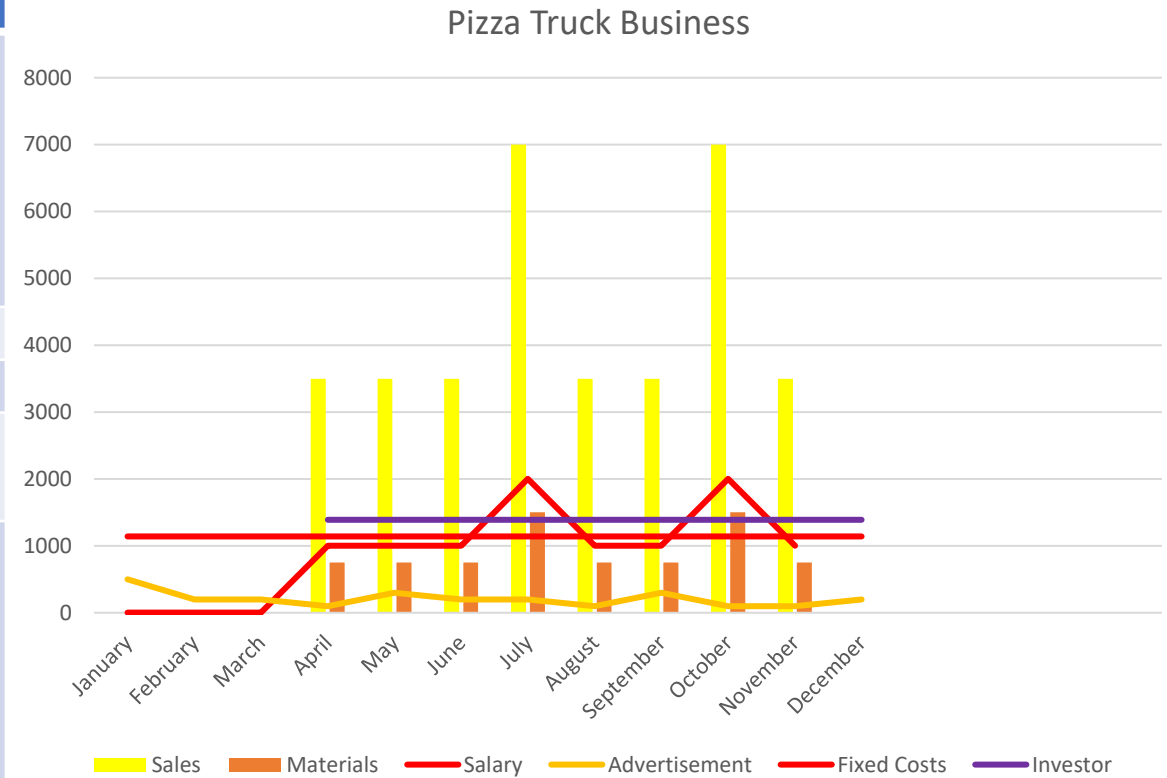
Monthly Cash Inflows (Income)		Monthly Cash Outflows (Expenses)	
(7) Projected New EVENTS at \$3,500 per event. (After the 1 st 90 days)	\$24,500	(7) Events: Worker's pay (4 @ 250 per Event) (7) Events: \$750 In material costs per event.	\$7,000 \$5,250
		Advertisement	\$100
		Internet	\$100
		7% dividend on the \$50,000 investment	\$292
		Monthly payback to investor (after 120 days of operations, 36 payments). Thereafter, or after the \$50,000 has been paid in full, payments of \$3,000/mth should be paid to the investor	\$1,388
		Miscellanies	\$200
		Accounting	\$250
		Licenses, Permits Fees	\$170
Total Monthly Income	\$24,500	Total Monthly Outflow	\$14,750



SUMMARY OF CASH FLOW: A rough summary of cash the monthly Cash Flow is Cash Inflow (income) - \$24,500 – Cash Outflow (expenses) of - \$14,750 = \$9,750/Positive Cash Flow per month.

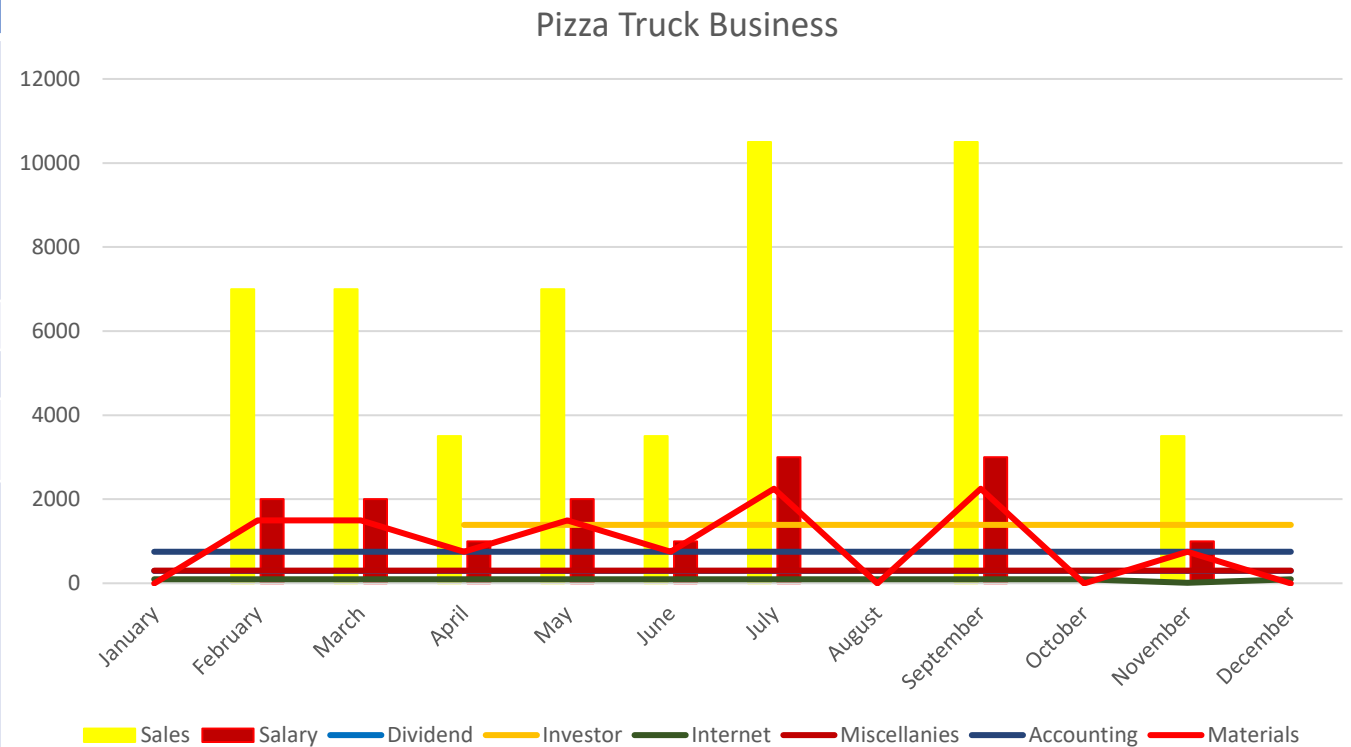
PROJECTION SCENARIO #2

Monthly Cash Inflows (Income)		Monthly Cash Outflows (Expenses)	
10 Projected New EVENTS at \$3,500 per event. (After the 1 st 90 days)	\$35,000	(10) Events: Worker's pay (4 @ 250 per Event) (10) Events: \$750 In material costs per event.	\$10,000 \$7,500
		Advertisement	\$100
		Internet	\$100
		7% dividend on the \$50,000 investment	\$292
		Monthly payback to investor (after 120 days of operations, 36 payments). Thereafter, or after the \$50,000 has been paid in full, payments of \$3,000/mth should be paid to the investor	\$1,388
		Miscellanies	\$300
		Accounting	\$500
		Licenses, Permits Fees	\$250
Total Monthly Income	\$35,000	Total Monthly Outflow	\$20,330



SUMMARY OF CASH FLOW: A rough summary of cash the monthly Cash Flow is Cash Inflow (income) - \$35,000 – Cash Outflow (expenses) of - \$20,330 = \$14,670/Positive Cash Flow per month.

Monthly Cash Inflows (Income)		Monthly Cash Outflows (Expenses)	
15 Projected New EVENTS at \$3,500 per event. (After the 1 st 90 days)	\$52,500	(15) Events: Worker's pay (4 @ 250 per Event)	\$15,000
		(15) Events: \$750 In material costs per event.	\$11,250
		Advertisement	\$200
		Internet	\$100
		7% dividend on the \$50,000 investment	\$292
		Monthly payback to investor (after 120 days of operations, 36 payments). Thereafter, or after the \$50,000 has been paid in full, payments of \$3,000/mth should be paid to the investor	\$1,388
		Miscellanies	\$300
		Accounting	\$750
		Licenses, Permits Fees	\$350
	Total Monthly Income	\$52,500	Total Monthly Outflow



SUMMARY OF CASH FLOW: A rough summary of cash the monthly Cash Flow is
 Cash Inflow (income) - \$52,500 – Cash Outflow (expenses) of - \$29,630 = \$22,870/positive
 Cash Flow per month.

(1) USED Truck	\$15,000
Equip and Retro-fit the Truck	\$10,000
Materials	\$ 2,000
Inventory and printed Materials	\$ 1,500
Attached Grill	\$ 500
Specialty Freezer	\$ 2,500
Special Sleeping Loft	\$ 1,000
Special A/C Unit (and install)	\$ 1,500
Specialty Surround Table	\$ 2,000
Licenses, Permits	\$ 1,000
Accounting Fees	\$ 1,000
Point of Sale Software	\$ 1,000
New Office, Laptop, iPod minis, iPhones	\$ 2,500
Miscellaneous Fee	\$ 3,000
Hire an Operator (1 st 6/mth @ \$550/mth)	\$ 3,300
Equip new operator: iPhone, iPad, Computer	\$ 1,700
Total	\$ 50,000

9.) **CAPITAL INVESTMENT**

The Capital Investment of \$50,000, as previously stated in Section #2 (Experienced People and Time Management), is as follows:

A.) **CAPITAL INVESTMENT**

Based on the CASH FLOW AND PROJECTIONS, the CAPITAL INVESTMENT is \$50,000.

B.) **Parameters:**

1–Time Infusion of \$50,000.

Targeted infusion to cover specific costs (Truck, Equipment, Materials, Computers, Retrofitting, Miscellaneous).

Collateral: Truck and all Equipment being purchased, is the property of the Investor, until payback is made in full.

\$50,000 Infusion to be made upon completion of a signed EXECUTED AGREEMENT.

C.) **Payback of Investment**

DIVIDEND: 7% - monthly to Investor, 120 days after initial infusion, (\$292 per month).

Each month, Investor gets paid \$1,388, until \$50,000 amount (amount of total infusion), is paid in full. This results in an effective 36- month payback.

After \$50,000 is paid in full, Investor is paid \$3,000 per month.

Ron is paid \$3,000 per month as soon as revenues permit. After 9 months of business activities Ron and the Investor can choose to increase Ron's salary, depending on revenues. After Investor has been paid back the \$50,000 infusion, Ron will be free to decide his new salary.

After initial investment has been paid in full, Ron reserves the right to utilize any excess profits as he deems appropriate.

Ron reserves RIGHT OF FIRST ACCEPTANCE/REFUSAL, to buy out Investor. (Based on 10% ... or \$5,000).

10.) EXECUTION OF THE PLAN

EXECUTION OF THE PLAN (PLAN #70)
PLAN FOR PIZZA TRUCK
TERM SHEET

CAPITAL INFUSION: \$50,000

ENTITY: Business to be operated under Newly Formed LLC.

OWNERSHIP: Percentage of ownership is based-upon the described monthly payment to Investor and Ron. For example, Investor is paid \$1,388/per month for 36 months, until the \$50,000 is paid back in full. For LLC purposes, the percentage of ownership is 50%- 50%.

PAY-BACK: Investor is paid \$1,388 per month until \$50,000 infusion is paid back in full. Thereafter, investor is paid \$1,500/per month.

DIVIDEND: 7% dividend payable monthly to Investor, 120 days after initial infusion (\$292 per month). Dividend payment ceases when 50,000 is pay in full.

RON PAY: Ron is initially paid \$3,000 per month as soon as revenues permit; based on his direct participation on activities. After 9 months of activities Ron and the Investor can change that salary, based on revenues.

ONGOING: After initial investment has been paid in full, Ron reserves the right to utilize any excess profits as he deems appropriate.

Ron reserves the RIGHT OF FIRST ACCEPTANCE/REFUSAL, to buyout Investor (based on 10% buyout, or \$5,000)

COLLATERAL: The Newly purchased Truck, and equipment, and materials, are the property of the Investor.

- COVENANTS:**
- a.) Ron and Investor speak once a week...or as often as necessary
 - b.) Ron reserves the right for acceptance/refusal when/if the Investor wants to sell his share and/or increase his Income-stream OR additional infusion of capital is warranted.
 - c.) Ron manages the everyday activities of the company.
 - d.) Investor may interface with Ron and workers at any time.

- PARAMETERS:**
- a.) 1–Time Infusion of \$50,000.
 - b.) Targeted infusion to cover specific costs (i.e. Truck, Equipment, Materials, Computers, Retrofitting, Other Costs, Miscellaneous.)
 - c.) \$50,000 Infusion to be made upon completion of a signed EXECUTED AGREEMENT.

Investment Made: _____ DATE: _____

Ron Jons (Investor)