



# LC's DINER Truck

Created by: Sean Larner and Stacey Conley

# Mission Statement

LC's DINER truck will strive to feed college students late night when they study or are busy and are not able to get food from campus and have to venture off campus. Some students are not lucky enough to have a car, or have the appetite for a full pizza, that's where LC's comes into play.

# Description of Business

Food truck on campus of University of New England

Specializes in pizza with some fried food options

Late night food option with ability to move to cater to the fans of outdoor sports games.



# Products and services

6 different pizza options

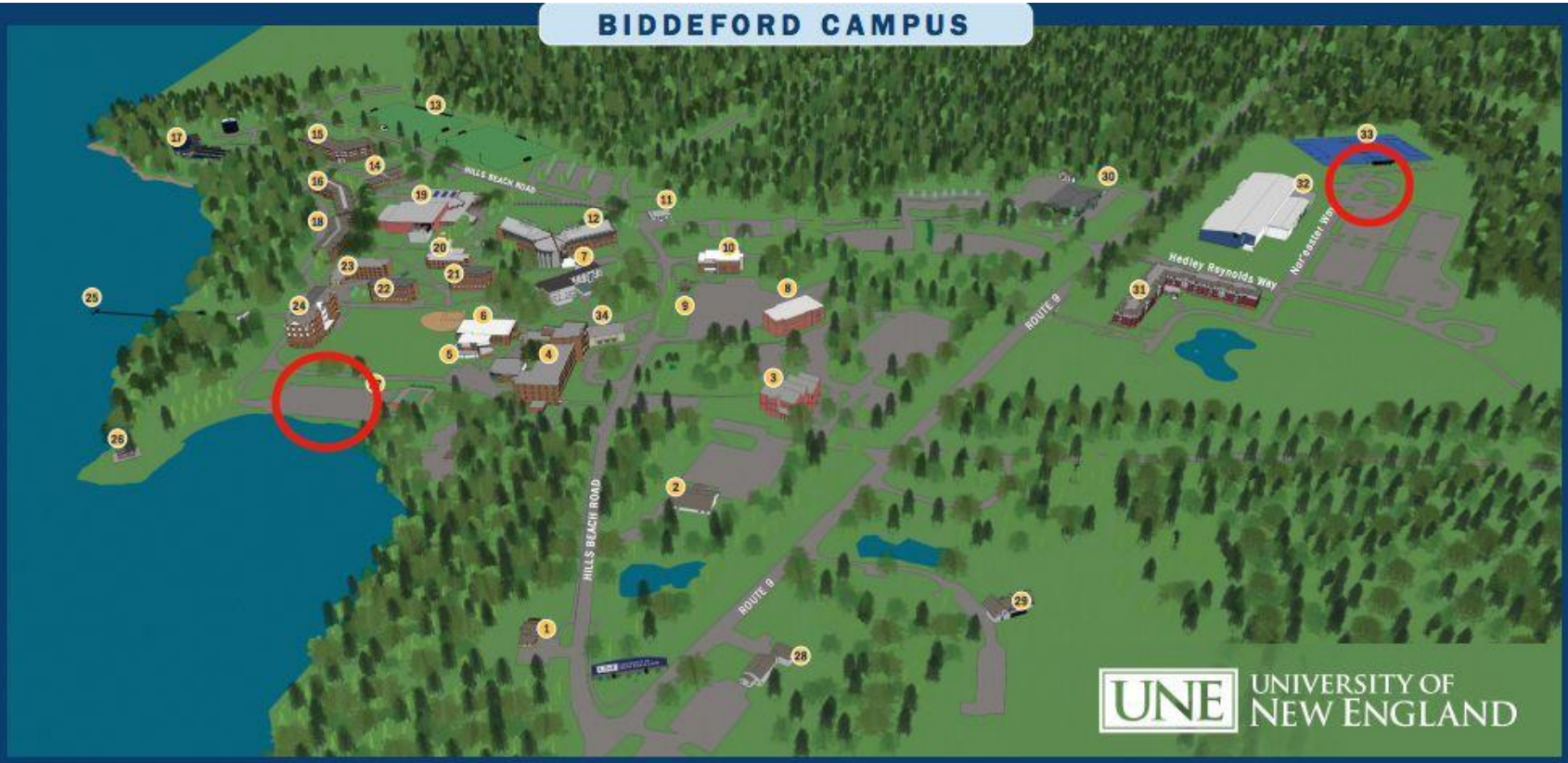
Cheese, pepperoni, vegetarian, buffalo chicken, the works, and custom

Fried food options

Chicken tenders and fries



# Location



# Market Research

Started being a only fast food

Conducted a verbal survey of 40 or so students. Survey changed truck to pizza.

Pizza is a \$45 billion industry, with 91,000 restaurants, and grows at 1.9% a year

Seems like a maturing industry, pizza restaurants are supported by their population near by.

UNE has a growing population and no pizza on campus, 20 minutes to closest pizza restaurant late night.

# Competition

## On Campus:

Decary: Monday - Friday: 7:15 a.m. - 8:30 p.m. Saturday -  
Sunday: 4:30 p.m. - 6:30 p.m.

Forum Monday - Sunday: 8:00 a.m. - 9:00 p.m.

Windward Monday - Friday: 8:00 a.m. - 11:00 p.m. Saturday:  
10:00 a.m. - 11:00 p.m. Sunday: 4:00 p.m. - 11:00 p.m.

The Hang Monday - Saturday: 4:00 p.m. - 11:00 p.m.,  
Sunday: 4:00 p.m. - 10:30 p.m.

Alfond Cafe Monday - Thursday: 7:30 a.m. - 7:00 p.m.,  
Friday: 7:30 a.m. - 2:00 p.m, Saturday - Sunday: Closed

## Off campus deliveries:

Sea Star: 6AM- 9PM

Domino's: 11AM- 1AM

Papa John's: 10:30 AM- 1:30AM

Portland Pie: 11AM- 10PM

# Management and Organization

LC's Diner Business structure will be a partnership

The partners will be Sean Larner and Stacey Conley

Sean has diner food service experience and is familiar with using commercial ovens and fryolators

Stacey has been in the banking industry and has worked for finance departments. She has an accounting background so will be able to manage the paperwork

# Sources of Funds

Sean will commit \$5,000 and Stacey will commit to \$10,000

Stacey will work with her local bank to get a \$50,000 line of credit

It will be an interest only loan for 10 years with balloon principal at maturity

The partner's goal is to pay the loan off in 5 annual payments. Doing this will decrease interest cost by 50%.

# Uses of Funds

Our largest expense is the food truck for \$45,000

Licenses, permits and insurance to operate are \$1,255

Advertising and promotional items \$250 - includes flyers and shirts with logo

Inventory of \$1,200

Kitchen supplies including water for cleaning \$1,200

Truck gas and propane \$270 and the remainder in working capital

# Proforma Profit and Loss

## Projections

In the first year, we plan on serving:

100 slices of pizza a day 6 days a week or 31,200 annually

20 orders of chicken fingers = 6,240 annually

20 orders of fries = 6,240 annually

120 beverages = 37,440 annually

# Profit and Loss Year 1

Net sales:	\$131,040
COGS	\$ 41,625 (based on industry topping weights and avg cost)
Gross Margin	\$89,419
Operating Exp	\$57,750
Operating Profit	\$31,669
Line Interest	\$ 4,625
Net Profit	\$27,044 (Out of this profit, the bank loan will be reduced)

## Profit and Loss Year 2

Year 2 we increased sales and COGS by 10% but operating expenses remain even.

Net profit will be \$33,475

We may pay off a larger portion than  $\frac{1}{5}$  of the truck to save on future interest charges

Should revenue not be as strong as we project, we will comfortably be able to pay monthly expenses and rework our plan.