

Mobile Business Plan

This one-page mobile business plan is designed for mobile-first entrepreneurs. It includes prompts and sections tailored for food trucks, mobile retail, service vans, and more. Use this to clarify your business model, start-up needs, and go-to-market strategy.

Business Overview

What product or service will you offer?

What makes your mobile business unique?

Target Market

Who are your ideal customers?

Where are they located and when do they need your service?

Vehicle & Setup

What type of mobile unit will you use? (truck, cart, trailer, van)

What equipment or features does it need?

Will you be stationary, rotating locations, or event-based?

Key Locations or Events

Who are your ideal customers?

Where are they located and when do they need your service?

Licensing & Permits

What local/state/federal licenses or health permits are required?

Do you need permission to park or operate in certain areas?

Pricing & Revenue

How will you price your products/services?

Will you charge per item, per hour, or offer packages?

What's your projected daily or weekly revenue?

Startup Costs & Equipment

Vehicle purchase or retrofit

Tools/supplies/inventory

Branding/signage

Permits & insurance

Initial marketing costs

Marketing Plan

How will you promote your mobile business locally?

What platforms will you use (social media, flyers, partnerships)?

Will you use vehicle branding or a “find us” schedule?

Goals & Milestones

Launch date

First-month revenue target

Long-term goals

Operations & Daily Workflow

What will your typical day look like (setup, service, breakdown)?

How many hours per day or days per week will you operate?

What systems or tools will help you stay organized (scheduling, POS, inventory)?
