



MEALS ON WHEELS

ANNUAL CONFERENCE & EXPO

2018

Let's Taco 'Bout Hungry Seniors!



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Senior Resources' Social Enterprise



STEPS TO SUCCESS

- Sell yourself
- Sell your staff
- Sell your Board
- Sell the market

Steps to Success

Sell yourself

Do your homework

- Seminars, webinars, web resources
- Market research
- Personal research
- “Do I want to do this?”

Steps to Success

Sell your staff

- Social enterprise concepts
 - What is a social enterprise?
 - Why would a non-profit want to start a social enterprise?
 - How does a profit making venture fit within a non-profit?
 - PowerPoint



Steps to Success

Sell your staff – continued

- Discussion on ideas
 - Private home care company, maybe a franchise
 - Cafe that benefits Meals on Wheels
 - Sell caterer's brownies at delis/coffee shops
 - E shop that sells shirts, mugs, greeting cards, etc.
 - Mature staffing company
 - Chore service
 - Travel service
 - Snow cone shop
 - Food truck

Steps to Success

Sell your staff - continued

- Narrow down ideas based upon staff discussion
- Brainstorm with staff
- Get buy in from existing staff – no one person can do this

Steps to Success

Sell your Board

- Talk with Board chair first
- Buy in from Executive Committee through presentation similar to staff presentation
- BUSINESS PLAN!
- Presentation to full Board (staff PowerPoint)
- Prime a couple of Board members ahead of time

Steps to Success

Sell the Market

- Preview with staff
- Soft opening with invited guests
- Low key first event
- Social media

Business Plan

- Templates available – Google – helps if it's a similar business
- Business school at local university, tech school or SCORE
- Review by relevant audience (technical) and unrelated audience (non-technical)
- Polished

Key Customers

Señor Resources will target three customer groups:

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Financial Forecast

The company expects to
operations. The compa
company expects to tur
through operating on n
scale to reduce operati

Budget

	2018	2019	2020
REVENUES			
Food & Beverage Sale			
Hospitality Tax			
Total Revenues			

EXPENDITURES

Salaries
Benefits/Payroll Taxes
Training and Travel
Food Costs
Commissary
Supplies
Utilities, Communicat
Insurance
Advertising & Marketin
Permits and Licenses
Event entry fees
Hospitality & Sales Tax
Professional Fees
Vehicle Purchase & Up

Revenues vs. Expenditures

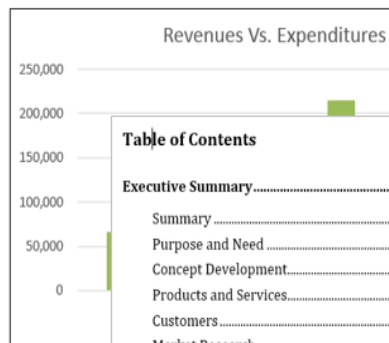


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CONFIDENTIAL



Breakfast Tacos Food Truck

Business Plan

A program of:



December 2017

Elements in Business Plan

- Executive Summary – purpose, need, concept, customers, market research and brief financial forecast
- About – management, funding needed, competitors, sourcing, personnel, purchase of a food truck, regulatory considerations, **exit strategy**
- Customers – target market, market trends, industry analysis
- Marketing & Sales – overview, positioning, pricing, promotion

Elements in Business Plan – cont.

- Strategy & implementation – milestones, **SWOT** (Strengths, Weaknesses, Opportunities, Threats) analysis, competitive edge, strategic alliances
- Financial Plan – sales forecast, budget
- **Key Metrics for Success**

Key Metrics for Success

Top Ten Reasons Why Food Truck Businesses Fail

2. No identity.

Few things are as important in the food truck industry as the way your business is perceived. Lack of identity is the opposite of being constrained by your vision. A food truck's success depends on its ability to establish a brand and stick to it, so develop an identity and focus on perfecting it.

Señor Resources will have a unique personality, firmly established and marketed from the outset. With feedback from customers, we will focus on perfecting Señor Resources' identity. The Señor Resources brand and its connection to Senior Resources, Inc. will be a strong marketing opportunity.


Implementation of Business Plan

- Purchase of food truck






Separate or Together?



Senior Resources

[About Us](#) [Our Services](#) [Volunteer](#) [Events](#) [Contact Us](#)

[Donate and help us do more.](#)



Señor Resources food truck

Señor Resources is a food truck featuring authentic breakfast tacos and other unique menu items. All proceeds benefit local seniors in need. It's meals on wheels supporting Meals on Wheels!

Check out our menu!
[Click Here](#)

Señor Resources offers authentic breakfast tacos, fresh homemade tortillas

Our Services

- Food Co-op Programs
- Foster Grandparents
- Home Care
- Meals on Wheels
- Pet Pals
- Referral and Assistance Specialists
- Senior Care Pantry
- Senior Companions
- Senior Wheels
- Señor Resources food truck
- Telephone Reassurance
- Wellness Centers

Community Voices

Opportunities

- Connect with the Community
- Fun marketing
- Link between food truck and Senior Resources



Senior
Resources



live every day
like it's
taco tuesday.



Señor Resources shared a post.

May 1 · 🌐

You feed a senior, we'll feed you. It's that simple. #TacoTuesday
#MidlandsGives



Midlands Gives is a community-wide day of giving held on May 1st.

Donate online at: midlandsgives.org/seniorresources
#MidlandsGives

Senior Resources Inc.

May 1 · 🌐

The next #MidlandsGives Power Hour starts at 4:00. Your gifts during that provide Meals on Wheels service to local seniors, and might help us win a \$2,500.

After you give, head over to the SC State Museum with your receipt for a free meal from Senior Resources!

Give a meal, get a meal!



LOCAL

Midlands Non-profit to Open Food Truck Specializing in Breakfast Tacos

The non-profit organization Senior Resources, Inc. delivers hundreds of meals every day via Meals on Wheels to seniors in need.

Author: wltx
Published: 10:22 PM EST February 2, 2018
Updated: 10:34 PM EST February 2, 2018

Columbia, SC (WLTX) - Did you know there's a waiting list of local senior citizens in need of a hot meal?

The non-profit organization Senior Resources, Inc. delivers hundreds of meals every day via Meals on Wheels to seniors in need.



Señor Resources

July 13 at 8:58 AM · 🌐

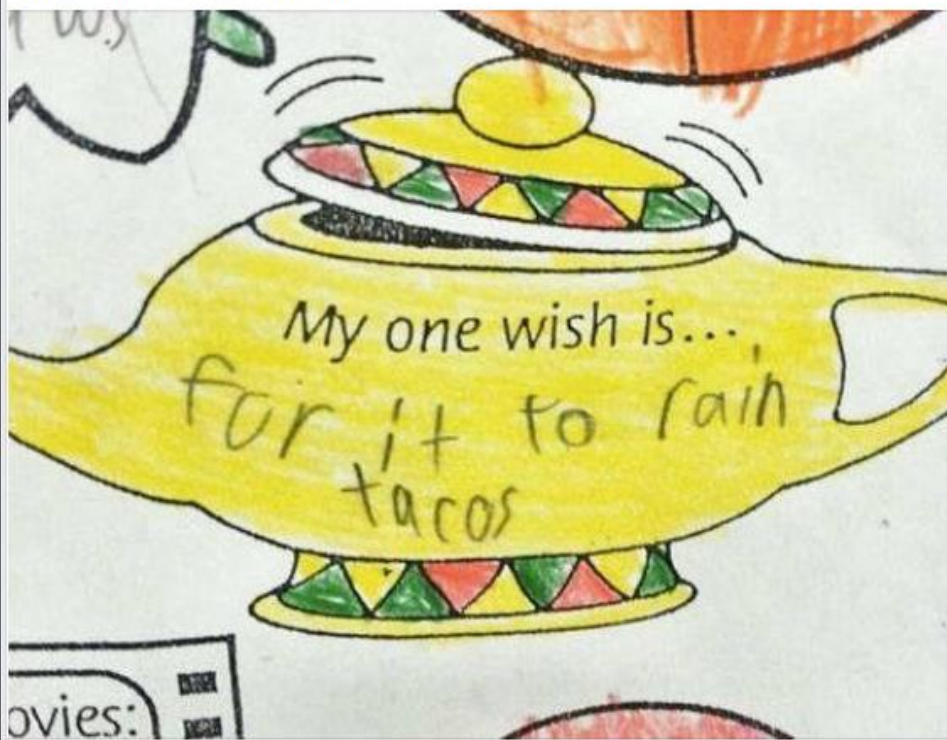
...

Same, kid. Same.

While we can't make it rain tacos, there will be tacos rain or shine today.

Stop by Nelson Mullins on Main Street downtown Columbia for lunch. We'll be there from 11 am-2 pm.

Tonight, come see us at the The Big Red Barn Retreat 2018 Summer Jam at Doku Meadows in Blythewood.



Señor Resources shared a post.

May 10 · 🌐

Gracias! We appreciate the shout-out! Hope to see you again soon.

#EatWellDoGood



Capital Office Products, Inc.

May 10 · ⚙

👍 Like Page

Enjoying some sunshine & tacos today out at Señor Resources Food Truck! If you haven't tried their food, don't wait any longer, it's DELICIOUS. Even better...ALL

Swimsuit season
is just around
the corner.
Unfortunately
so is the
taco truck.



ALL PROCEEDS BENEFIT LOCAL SENIORS IN NEED

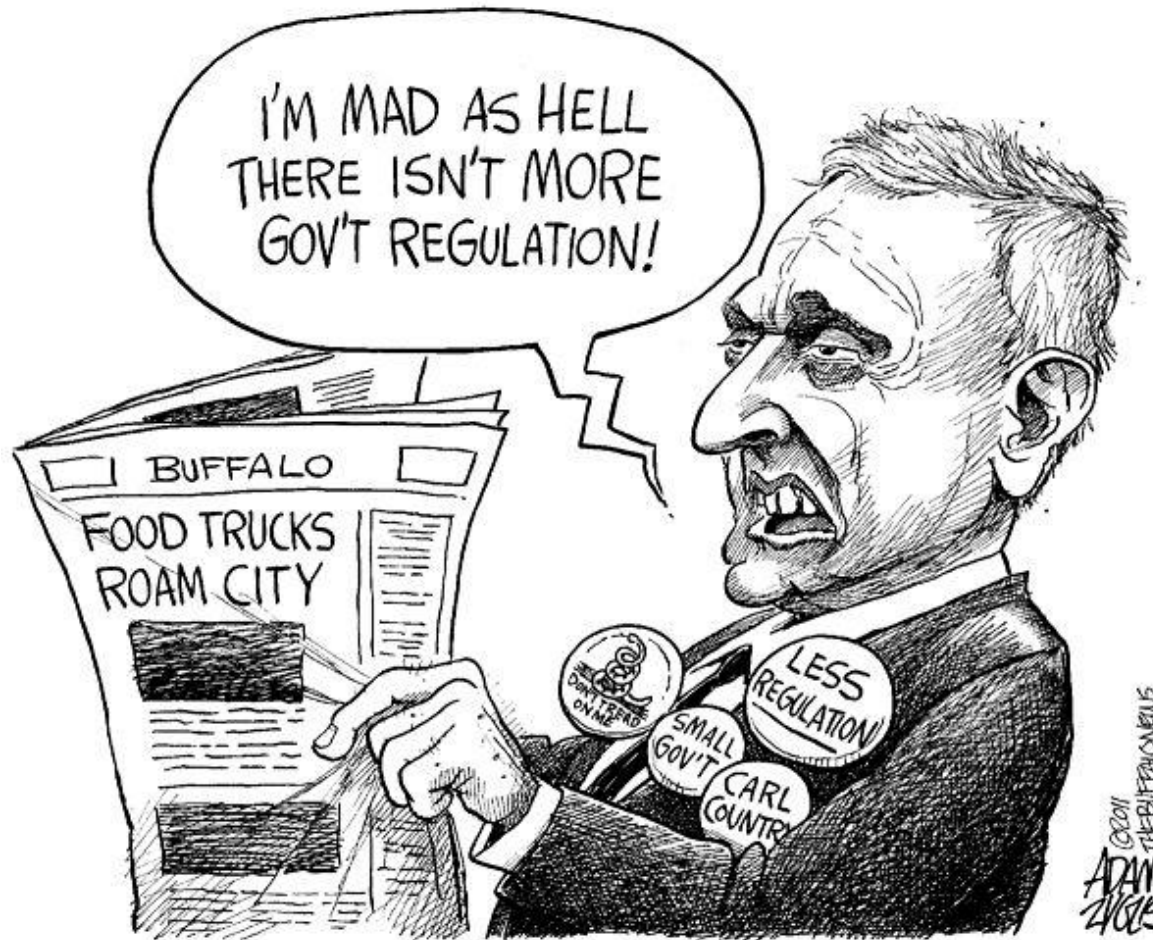
Implementation of the Business Plan

Reality sets in

Key Metrics for Success

1. ~~Constrained by your vision~~
2. ~~No identity~~
3. ~~A bad opening~~
4. Hiring & training ✓
5. No formal recipes ✓
6. Poor inventory mgt ✓
7. ~~Undercapitalization~~
8. ~~Poor ownership~~
9. ~~Insufficient market analysis~~
10. ~~Lack of a business plan~~

The Unexpected



Adam Zyglis, The Buffalo News

The Unexpected

- Board question about name/logo
- Truck paint condition
- Truck maintenance issues
- Health Department visits
- Interest when food truck manager job posted
- Level of embrace by the community
- Hiring

Lessons Learned

- Anyone who has never made a mistake has never tried anything new. -Albert Einstein
- Social media – a perfect platform for certain things
- A business plan is a great thing
- All those management things work for a taco truck too!



Questions?

