



# Tim's TACOS





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## Table of Contents

Page 3 – Executive Summary

Page 4 – Mission and Vision / Identity

Page 5 – Business Description

Page 6 – Problem

Page 7 – Solution

Page 8-11 – Target Market

Page 12 – Menu

Page 13 – Products and Services Description

Page 14 – Organization and Management

Page 15-17 – Marketing and Sales

Page 18-20 – Finances

Page 21 – Competition

Page 22 – Revenue Streams

Page 23 – Milestones

Page 24 – Appendices / References



## Executive Summary

Tim's Tacos is a fast-casual taco business built on delivering authentic Mexican flavor made fresh every day, solving the widespread customer frustration with low-quality, corner-cutting taco shops. The company stands out by using premium ingredients, traditional preparation methods, and a commitment to honesty and loyalty that builds long-term trust. Serving primarily the 18–34 urban demographic, Tim's Tacos meets the demand for quick, affordable, high-quality meals that fit busy lifestyles. The business model combines core food sales with drinks, branded merchandise, and catering services to create multiple strong revenue streams. Competitive analysis shows a clear market gap between fast but low-quality chains and slower, higher-quality restaurants — a gap Tim's Tacos fills by offering real flavor without the wait. With a strong digital presence, community-focused events, and plans to expand the team, the business is positioned for steady growth and increasing customer loyalty. These strengths form a solid foundation for achieving key milestones such as \$5,000 in first-year sales, 200 repeat customers, and expanded operations.



## Identity

Tim's Tacos is the name of my business and my mission is to sell authentic Mexican tacos that are made fast everyday. My company creates high-quality, authentic tacos crafted for families who value real flavor and a welcoming experience. We stand apart by focusing on true authenticity and exceptional quality in every bite. Our personality is rooted in being honest and loyal, giving our customers a place they can trust and return to with pride.



## **Business Description**

Tim's Tacos is a fast-casual restaurant dedicated to serving authentic Mexican tacos made fresh every day. Our mission is to bring real flavor and honest quality to customers who are tired of cheap, imitation taco shops. Each taco is crafted with premium ingredients, traditional recipes, and care that reflects true Mexican authenticity. We combine speed and quality, giving customers a quick meal that never sacrifices taste or freshness. The business operates with a commitment to loyalty, honesty, and community, creating a place families can trust and return to with pride. Tim's Tacos stands out by offering a dependable, flavorful experience that feels genuine and satisfying every time. Through great food, friendly service, and consistent quality, we aim to become the go-to taco spot for people who value real flavor made fast.



## Market Analysis

### **Problem**

Many customers are frustrated with taco restaurants that cut corners by using low-quality ingredients, artificial fillers, and chemicals just to increase their profit margins. This leaves people paying for food that doesn't taste good, doesn't feel fresh, and ultimately isn't worth the price. Customers feel like they're wasting money on meals that don't meet their expectations for flavor, quality, or authenticity. Even when they try different places, they often run into the same problem: cheap ingredients disguised as "authentic" food. This creates a lack of trust and makes it hard for people to find a taco spot they can rely on. The real problem isn't just bad food — it's that customers want honest, high-quality meals without being overcharged. My taco shop exists to solve this by offering real ingredients, real flavor, and no shortcuts.



## Solution

My taco shop solves the problem of customers being disappointed by low-quality taco businesses that cut corners to increase profit. Instead of using cheap ingredients and rushed preparation, my business is built on a commitment to authentic methods and high-quality sourcing. Every taco is made with fresh, premium ingredients that deliver the flavor, texture, and satisfaction customers are currently missing. By putting customer experience above profit margins, my shop restores trust and gives people a reliable place to enjoy real, well-crafted Mexican food. This approach directly addresses customer frustration by offering a product that tastes better, feels better, and is worth the price. Research shows that restaurants using higher-quality ingredients earn stronger loyalty and repeat business, proving that this solution meets a real demand. My business provides a higher standard of tacos that customers can depend on every time they visit.



## Target Market

Tim's Tacos primarily serves customers between the ages of 18 and 34, a demographic known for frequenting fast-casual dining options and trying new food experiences. This age group is heavily represented in urban and high-traffic business districts, making these locations ideal for capturing consistent foot traffic. Customers typically earn under \$75,000 annually, which aligns with their preference for affordable, convenient meals that still deliver quality and flavor. The target market includes all genders equally, as taco-based cuisine appeals broadly across demographic lines. Many individuals in this group live or work near busy commercial areas, increasing the likelihood of repeat visits. Their lifestyle patterns make them more inclined to choose quick-service restaurants during lunch breaks, after work, or while socializing. These demographic traits collectively create a strong, steady customer base for Tim's Tacos.



## **Target Market #2**

Psychographically, Tim's Tacos attracts customers who value speed, convenience, and digital engagement in their dining choices. These individuals are active on social media platforms, where they discover new restaurants, follow food trends, and share their dining experiences. They enjoy brands that feel modern, humorous, and relatable, especially those that create content designed for online interaction. This audience also prefers restaurants that integrate seamlessly with mobile ordering, delivery apps, and online promotions, reflecting their tech-savvy lifestyle. They appreciate food that is customizable, visually appealing, and easy to enjoy on the go. Many in this group seek out dining experiences that feel fun and spontaneous rather than formal or time-consuming. Their interest in convenience and digital connectivity makes them highly responsive to creative marketing and online engagement from Tim's Tacos.



## **Target Market #3**

The target market faces a consistent need for quick, affordable, and high-quality food options, especially during busy workdays or fast-paced urban routines. Many customers struggle to find meals that balance convenience with flavor, often settling for options that are either too expensive or lacking in quality. Tim's Tacos addresses this gap by offering satisfying meals that can be ordered quickly and enjoyed without long wait times. Customers also want food that fits within modest budgets, particularly those earning under \$75,000 annually. Another common challenge is finding reliable dining options that remain consistent in taste and service. Tim's Tacos provides a dependable solution by delivering flavorful, freshly prepared food that meets these expectations every time. By solving these everyday problems, the business becomes a go-to choice for customers seeking both value and quality.



## **Target Market #4**

Customers in this segment tend to make frequent, convenience-driven food purchases, often choosing restaurants based on proximity, speed, and digital visibility. They respond strongly to mobile promotions, loyalty rewards, and limited-time offers, especially when these incentives are easy to access through apps or social media. Their buying decisions are influenced by habit, meaning that once they find a place that consistently meets their expectations, they are likely to return regularly. This audience also values seamless integration with delivery platforms, preferring restaurants that offer fast, reliable service with minimal friction. Many purchases are made impulsively, especially during lunch hours or late evenings when convenience is a priority. Social media content, online reviews, and peer recommendations also play a significant role in shaping their choices. Overall, their buying behavior reflects a desire for speed, value, and digital convenience — all strengths of Tim's Tacos.



## Products and Services



**Chicken  
Tacos (2): \$5**

**Steak Tacos  
(2): \$6**

**Fish Tacos  
(2): \$5**

**Carne Asada  
Tacos (2): \$5**

**Drinks:  
Tequila  
Margarita  
Corona  
Coke  
Dr. Pepper  
Lemonade**



Also sell T-shirts: \$15 and Cater for \$50



## **Products and Services #2**

Tim's Tacos offers a focused lineup of fresh, authentic Mexican products and services designed to deliver real flavor fast. The core of the menu is our signature tacos, each made with premium ingredients and traditional preparation methods that set us apart from typical fast-food options. Customers can pair their tacos with refreshing \$2 drinks, creating a simple, satisfying meal that fits both busy schedules and modest budgets. Beyond food, the business also sells branded shirts for \$15, giving loyal customers a way to represent the brand while adding a valuable merchandise revenue stream. Tim's Tacos also provides catering services starting at \$50, allowing us to serve larger groups at events, parties, and community gatherings. All products are crafted with the same commitment to honesty, quality, and speed, ensuring customers receive a consistent experience across every offering. Together, these products and services create a well-rounded menu that supports daily sales, brand visibility, and long-term growth.



## **Organization and Management**

The team at Tim's Tacos is currently led by the founder, Bennett Hodgson, who manages the core responsibilities needed to keep the business running smoothly each day. As the owner, I handle recipe development, ingredient sourcing, and quality control to ensure every taco meets our high standards of authenticity. I also take on the roles of Marketing Manager and Customer Service, managing social media, promotions, and direct communication with customers to build trust and loyalty. In addition, I oversee daily operations such as food preparation, inventory management, and maintaining a clean, efficient workspace. As the business grows, I plan to add team members such as a dedicated cook, a cashier, and a marketing assistant to support expansion and maintain fast service. These future roles will help streamline operations and allow Tim's Tacos to serve more customers without sacrificing quality. By building a strong, reliable team, the business will continue delivering real flavor and exceptional service every day.



## Marketing and Sales



Tim's Tacos delivers the perfect balance of speed and authenticity, giving customers real Mexican flavor without the long wait. Every taco is made fresh daily using premium ingredients and traditional preparation methods, ensuring a taste that stands far above typical fast-food options. While many competitors cut corners to save time or money, Tim's Tacos stays loyal to quality, honesty, and the craft of true Mexican cooking. Customers who are tired of bland, low-quality tacos finally get a place they can trust for consistent flavor and a welcoming experience. Our shop fills the gap between fast service and real authenticity, offering tacos that are both quick and genuinely delicious. With friendly service and dependable quality, Tim's Tacos becomes the go-to spot for families who want food that feels good, tastes better, and is worth coming back for.



The Fiesta at Tim's Tacos is an annual neighborhood event that brings families together for an evening of authentic Mexican flavor, music, and connection. Guests enjoy freshly made tacos straight from the grill while a live mariachi band fills the air with festive tunes. Children laugh and play around a colorful piñata, and adults relax under string lights with drinks and conversation. The atmosphere is warm, inclusive, and full of joy — a reflection of Tim's Tacos' values of honesty, loyalty, and community.

This event isn't about selling; it's about sharing — showing appreciation for loyal customers and inviting new ones to experience what makes Tim's Tacos special. It strengthens local ties and reminds everyone that great food and genuine hospitality are worth celebrating together.



The Tim's Tacos food truck represents the heart of the company's mission — bringing authentic Mexican flavor directly to the community. The truck is designed with vibrant colors and the signature logo, instantly recognizable wherever it goes. Each day, the team serves freshly made tacos crafted with premium ingredients, offering customers a fast yet high-quality meal they can trust. The atmosphere around the truck is lively and welcoming, with families and friends gathering to enjoy real tacos made with care. This mobile setup allows Tim's Tacos to reach new neighborhoods and events while maintaining the same standard of authenticity found in the shop. By combining convenience with craftsmanship, the food truck embodies the company's promise of "Real Tacos. Real Fast." and strengthens its connection with loyal customers everywhere.



## Financials

Costs			
Lease deposit and first month rent	\$12,000		
renovation and buildout	\$80,000		
Licenses and permits	\$8,000		
Initial food and drink inventories	\$5,000		
Sales systems	\$5,000		
cooking equipment	\$45,000		
Furniture and fixtures	\$15,000		
Staff and training	\$10,000		
working capital	\$25,000		
<b>Total</b>	<b>\$205,000</b>		
Variable Costs	Monthly	Yearly	
Meat	\$8,000.00	\$96,000.00	
Tortillas	\$1,500.00	\$18,000.00	
Fresh produce	\$1,200.00	\$14,400.00	
Cheese	\$900.00	\$10,800.00	
Salsa ingredients	\$600.00	\$7,200.00	
cooking oil	\$400.00	\$4,800.00	
seasoning and spices	\$150.00	\$1,800.00	
Drink inventory	\$1,500.00	\$18,000.00	



to go containers	\$900.00	\$10,800.00	
Napkins and paper products	\$300.00	\$3,600.00	
plastic utensils	\$200.00	\$2,400.00	
cups, lids, straws	\$400.00	\$4,800.00	
Cleaning supplies	\$350.00	\$4,200.00	
Gloves and disposable kitchen supplies	\$300.00	\$3,600.00	
Credit card processing fees	\$1,500.00	\$18,000.00	
Hourly labor	\$10,000.00	\$120,000.00	
food waste	\$500.00	\$6,000.00	
catering supplies	\$400.00	\$4,800.00	
Merch Restocking	\$300.00	\$3,600.00	
Utilities that scale with usage	\$900.00	\$10,800.00	
<b>Total</b>	<b>\$30,300.00</b>	<b>\$363,600.00</b>	
Sales Numbers			
Selling Pricer per unit	\$5		
Cost per Unit	\$1		
Profit per Unit	\$4		
Projected Income			Per year
Year 1	\$300,000.00		60,000
Year 2	\$450,000.00		90,000
Year 3	\$600,000.00		120,000
Projected expenses			



Year 1	\$363,600.00		
Year 2	\$418,140.00		
Year 3	\$480,861.00		
Profit/Loss			
Year 1	-\$63,600.00		
Year 2	\$31,860.00		
Year 3	\$119,139.00		



## Competition

The taco market includes several well-known competitors that offer fast, inexpensive meals to customers on the go. Large chains like Taco Bell and Del Taco dominate busy areas by providing extremely quick service and very low prices, which makes them convenient for people who want something fast and cheap. Smaller competitors like Fuzzy's Taco Shop focus more on flavor and higher-quality ingredients, appealing to customers who want a better dining experience. Each of these businesses has built a strong reputation in its own lane, whether that's speed, affordability, or taste. Taco Bell and Del Taco excel at accessibility and efficiency, while Fuzzy's stands out for its sit-down atmosphere and better-tasting food. Together, these competitors shape a market where customers often feel forced to choose between speed and quality.

Despite their strengths, these competitors leave clear gaps that create opportunities for Tim's Tacos to stand out. Many customers are dissatisfied with the low quality and poor taste of the large chains, even though they appreciate the fast service. On the other hand, restaurants like Fuzzy's offer better ingredients but take longer to prepare food, making them less convenient for people who want something quick. Tim's Tacos fills this gap by offering high-quality ingredients without sacrificing speed, giving customers a fast meal that still tastes great. Friendly, attentive service also becomes a competitive advantage, especially compared to the inconsistent customer experience at some major chains. By combining quality, speed, and customer satisfaction, Tim's Tacos positions itself as the



best option for people who want delicious tacos they can enjoy on the go.

## Revenue Streams

My business earns money through a mix of food sales, merchandise, and event services that all support my brand. The heart of my revenue comes from selling my signature tacos at \$5 each, which are the main reason customers come to me. I also boost my daily income by offering \$2 drinks that pair perfectly with the food and encourage customers to spend a little more per visit. To expand beyond food, I sell branded shirts for \$15, giving customers a way to rep my business while creating an additional income stream. Catering events at \$50 allows me to serve larger groups and bring in higher-value sales that go beyond everyday walk-up traffic. Since I sell directly to customers, I keep my pricing simple and my margins strong. Altogether, these revenue streams create a steady flow of income that supports both daily operations and long-term growth.



## **Milestones**

Over the next year, Tim's Tacos aims to reach several key milestones that will support growth and strengthen our presence in the community. Within the first three months, the goal is to finalize our full menu, establish consistent daily operations, and build an online presence with active social media pages. By six months, we plan to reach at least 500 followers across platforms and achieve our first 200 repeat customers through strong customer service and high-quality food. Another major milestone is reaching \$5,000 in total sales within the first year, proving that our focus on authenticity and speed meets real customer demand. We also aim to participate in at least two local events or food gatherings to increase visibility and connect with new customers. By the end of the year, the goal is to hire at least one part-time team member to support operations as demand grows. These milestones create a clear roadmap that keeps Tim's Tacos moving forward with purpose and steady progress.



## Appendices / References

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