



*Serving awesome burgers, fast and affordable*

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# Executive Summary

Billy's Burgers is a fast-casual restaurant focused on serving high-quality burgers, fries, and drinks at affordable prices. The goal is simple: give people good food, fast service, and a place they can rely on when they're hungry.

A lot of fast food today is either too expensive, low quality, or inconsistent. People want something that tastes fresh, fills them up, and doesn't cost too much. Billy's Burgers solves this by offering simple, well-made menu items at fair prices.

Our target market is people ages 10–70, including students, families, and workers looking for a quick and satisfying meal. We compete with places like McDonald's, Wendy's, and In-N-Out, but we stand out by focusing on freshness, price, and consistency.

Revenue will come from burger meals, combo deals, and drinks. As the business grows, we plan to expand the menu, offer delivery, and possibly open more locations.

In Year 1, Billy's Burgers aims to successfully launch, build a steady customer base, and become a go-to local spot for affordable meals.

# Mission and Vision statement

Billy's Burgers is committed to serving fresh, affordable, and great-tasting food to anyone who walks through the door. We believe good food should be simple, consistent, and accessible to everyone.

## **Mission Statement**

Our goal is to create a place where people can always count on getting a quality burger, fast service, and a good experience. We focus on value, freshness, and keeping things simple.

## **Vision statement**

Billy's Burgers aims to become a trusted go-to spot where people can always count on fresh, affordable food and fast service in their community.

# Business Description

Billy's Burgers is a fast-food restaurant that specializes in serving burgers, fries, and drinks at prices that are accessible to a wide range of customers.

The business exists because many people struggle to find fast food that is both affordable and consistently good in quality. Larger fast-food chains often prioritize speed and scale, which can sometimes lead to lower-quality food or higher prices, leaving customers unsatisfied. Billy's Burgers addresses this issue by focusing on a simple menu that can be prepared quickly while maintaining freshness and taste. The business will operate using efficient systems to reduce wait times, improve accuracy, and ensure that each order meets customer expectations. By keeping operations streamlined and focused, Billy's Burgers can maintain both speed and quality. Overall, the business is built around the idea of providing a dependable, enjoyable, and affordable dining option for the local community.

# Market Analysis

## Problem

Many fast-food restaurants have become increasingly expensive while still providing inconsistent quality and long wait times. Customers often feel frustrated when they spend money on meals that are cold, poorly prepared, or not filling enough. Large chains can also feel impersonal, making customers feel like they are just another order instead of valued guests. In Parker, there is an opportunity for a local burger business that focuses on value, quality, and customer satisfaction. Students, workers, and families need a dependable place where they can enjoy fresh food without overspending. Billy's Burgers solves this problem by combining affordable prices, fast service, fresh ingredients, and friendly customer care in one simple and reliable restaurant experience.

## **Solution**

Billy's Burgers solves the problem of expensive and low-quality fast food by offering fresh burgers, fries, and drinks at affordable prices. The business focuses on serving meals quickly so customers can enjoy a satisfying meal without wasting time during busy school days, work breaks, or family outings. Unlike many large fast-food chains, Billy's Burgers keeps its menu simple to make ordering fast, efficient, and consistent for every customer. The restaurant also focuses on using fresh ingredients and preparing meals carefully so customers receive food that tastes better and feels more filling. Affordable combo meals and fair pricing help customers save money while still enjoying quality food. By combining fast service, fresh ingredients, friendly customer service, and reasonable prices, Billy's Burgers provides a dependable meal option for the Parker community.

# Target Market

Billy's Burgers targets people between the ages of 10 and 70 in the Parker area who are looking for quick, affordable meals. These customers include students, working adults, and families who often need convenient food options during busy days. Most customers value speed, low prices, and meals that are filling and satisfying. This makes fast food a regular part of their routine, especially during lunch breaks or after school.

The typical customer for Billy's Burgers has a low to middle income and is careful about how they spend money. They want meals that are affordable but still taste good and feel fresh. These customers are not looking for expensive dining experiences but instead want something reliable and convenient. Because of this, value pricing is a key factor in their decision-making.

The fast-food industry is highly competitive, with many large and small businesses offering similar products. However, there is a growing demand for better value and higher-quality fast food. Many customers are becoming frustrated with rising prices and inconsistent food quality at major chains.

This creates an opportunity for smaller businesses like Billy's Burgers to stand out.

Billy's Burgers competes with major chains such as Wendy's, Freddy's, and In-N-Out Burger. These companies are well-known and have strong brand recognition, but they can sometimes be expensive, crowded, or inconsistent. While they offer convenience, they may lack the personal touch or consistent freshness customers are looking for. This gives Billy's Burgers a chance to compete by focusing on customer experience and value.

In addition to large chains, Billy's Burgers also competes with smaller local restaurants and food trucks. These businesses often attract customers by offering fresher food and better service. However, they may lack consistency or strong branding. Billy's Burgers can learn from these competitors while improving consistency and efficiency.

Billy's Burgers will stand out by combining the strengths of both large chains and small businesses. It will offer affordable pricing like major chains but maintain the freshness and customer service of local restaurants. By focusing on speed, quality, and value, the business can attract loyal customers. This strong positioning will help Billy's Burgers succeed in a competitive market.

# Products and services

Billy's Burgers offers a focused and simple menu that includes burgers, fries, drinks, and combo meals designed to meet customer needs quickly and efficiently. Burgers are priced between \$5 and \$8, fries between \$2 and \$4, drinks between \$1 and \$3, and combo meals between \$8 and \$12 depending on size and options. The menu is designed to be easy to understand, allowing customers to order quickly without confusion. Each item is made with fresh ingredients to ensure good taste and consistent quality. The main benefit to customers is that they can get a filling, affordable meal in a short amount of time. In the future, Billy's Burgers may expand its menu by adding limited-time specials, new burger options, and family meal deals to attract more customers and increase sales.



# BILLY'S BURGERS



★ BURGERS MADE RIGHT. EVERY BITE. ★

## BURGERS

MADE FRESH. MADE TO ORDER.



**CLASSIC BILLY BURGER** \$5.00

Beef patty, lettuce, tomato, pickles, ketchup, mustard



**CHEESEBURGER** \$5.50

Beef patty, melted cheese, lettuce, tomato, pickles



**DOUBLE BURGER** \$7.00

Two beef patties, cheese, and toppings



**BACON BURGER** \$6.50

Beef patty, bacon, cheese, and toppings



**LOADED BURGER** \$7.50

Double patty, bacon, cheese, grilled onions, special sauce

## COMBOS

INCLUDES FRIES + SMALL DRINK



**COMBO #1**  
CLASSIC BURGER

**\$8.00**



**COMBO #2**  
CHEESEBURGER

**\$9.00**



**COMBO #3**  
BACON BURGER

**\$10.50**

## SIDES



**FRENCH FRIES**  
\$2.50



**LOADED FRIES**  
\$4.50  
(cheese + bacon)

## DRINKS



**SODA (SMALL)** ..... \$1.50

**SODA (LARGE)** ..... \$2.50



**BOTTLED WATER** ..... \$1.00

## EXTRAS

**EXTRA CHEESE** ..... \$0.50

**EXTRA PATTY** ..... \$2.00

**BACON** ..... \$1.00

**THANK YOU FOR  
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BILLY'S BURGERS FOOD TRUCK

# Organization and Management

Billy's Burgers is currently run by the founder, who handles all major roles in the business. These responsibilities include cooking, customer service, marketing, and managing finances. As the business grows, additional employees will be hired to take on specific roles such as cooking and taking orders. The founder will continue to act as the CEO, making decisions and overseeing operations. Over time, the business may also bring in someone to manage marketing and social media. The goal is to build a small but effective team that helps the business run smoothly and serve more customers.

Training employees to provide fast and friendly service will be an important priority. Clear roles and teamwork will help maintain consistency and quality as the business expands.

# Marketing and Sales

Billy's Burgers will use a variety of marketing strategies to attract and retain customers. The brand focuses on being simple, friendly, and affordable, which appeals to its target market. Marketing efforts will include posting pictures and videos of food on social media platforms like Instagram, TikTok, and Facebook to reach local customers. The business will also use flyers, local advertising, and partnerships with schools or community events to increase visibility. Special promotions such as combo deals, student discounts, and referral rewards will encourage repeat business. Customers will order directly from the food truck and receive their meals quickly, creating a positive experience that keeps them coming back. Consistent posting and engaging with customers online will help build a strong local following. Word-of-mouth from satisfied customers will also play a big role in growing the business.

# Financials

Billy's Burgers will earn most of its money through direct sales of burgers, fries, drinks, and combo meals. Additional revenue will come from catering services, family meal deals, and special menu items. The business will require startup costs such as purchasing a food truck, buying kitchen equipment, obtaining licenses and permits, and stocking initial supplies. Fixed expenses will include insurance, employee wages, and phone services, while variable expenses will include ingredients, packaging, fuel, and marketing costs. By keeping expenses low and focusing on high sales volume, the business aims to generate steady profits over time.

# Appendices

The appendices for Billy's Burgers include additional materials that support the business plan. These materials may include a full menu, detailed marketing plan, competitor research, financial spreadsheets, and a timeline of milestones. The business plans to purchase and set up the food truck within the first one to two months, complete licenses and permits by the third month, and officially launch at that time. Within six months, the goal is to build a strong customer base and grow social media presence. By the end of the first year, Billy's Burgers aims to hire at least one employee and continue expanding its operations.