
BUSINESS PLAN

Mobile coffee van for construction sites

Food and Drink

An example plan from ordara.com.au · Published 25 September 2026

ABOUT THIS DOCUMENT

Ordara drafted each section of this plan using AI, from the founder's answers and the sections they had already approved. Check any statement about competitors or the market against current public information.

Every section in this plan was reviewed and approved by the founder before it was included. Figures are the founder's own approved assumptions, recalculated — they are projections, not predictions of what the market will do.

This document is a business planning draft. It is not financial, legal, or tax advice, and it is not an audited or statutory business plan. Review every figure and claim, and seek professional advice before acting on it.

THE INPUTS, EXACTLY AS TYPED

An example business plan, built by Ordara from the inputs below, then edited by us where noted.

THE IDEA

"A mobile coffee van serving construction sites and industrial estates, with a published weekly stop schedule so crews know exactly when the van arrives at their site."

FOUNDER BACKGROUND

"Fifteen years working as a plumber on construction sites. Knows the crews, the start times, and what tradies want at 6:55am."

AUDIENCE

Construction crews and trades workers on sites across outer-metro industrial estates

INDUSTRY

Food and Drink

BUDGET

\$20,000

EDITED AFTER IT WAS BUILT

An "only" claim removed from the positioning. Stream names shortened so they no longer carry a counting period; the launch measure under What to measure and a key risk lowered from 15 to 10 customers per stop to match the month-3 sales assumptions; "guaranteed" removed from the website copy; the permits line reworded so it no longer names a permit the founder needs. Per-section draft notes replaced by one note in About; the fixed competitor note and ABLIS line added; amounts, headings, labels and Finance tables written as the export writes them in October 2026, with its charts in the PDF, and the copy brief put in page order.

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1. Strategy
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1. Strategy

Who it serves, how it makes money, and the first 90 days.

1.1 Executive summary

This business delivers café-quality coffee directly to construction crews and trades workers on outer-metro industrial estates, running a fixed weekly stop schedule so workers know exactly when to expect the van. Outer-metro sites are chronically underserved by food and beverage options, and a published timetable solves the reliability problem that ad-hoc vans never crack.

1.2 One-line pitch

A mobile coffee van that shows up at construction sites on a published weekly schedule, so tradies never miss their morning hit.

1.3 Target market

Trades workers and construction crews aged 20-55 on outer-metro industrial estates and active build sites. They start before 7am, spend \$5-\$15 on coffee and food daily, and currently either go without or drive several minutes off-site to find a café.

1.4 Revenue model

Primary revenue from espresso drinks priced at \$5-\$7 per cup and grab-and-go food items at \$4-\$8, sold across 6-8 timed site stops per day, five days a week. Add pre-ordered site catering for toolbox meetings and site milestones from month 4.

Headline price: \$6

1.5 What you expect to sell

What you sell	One sale is	Price	Starts	Most possible
Espresso drinks	cup	\$6	From launch	500 a week
Grab-and-go food items	item	\$5	From launch	250 a week
Site catering orders for toolbox meetings	order	\$180	Month 4	16 a month

What you sell	Month 3, conservative	Month 3, expected	Month 12, conservative	Month 12, expected
Espresso drinks (cups per week)	120	200	250	380
Grab-and-go food items (items per week)	60	100	130	190
Site catering orders for toolbox meetings (orders per month)	0	0	3	7

These are the founder's own assumptions. Every revenue figure in the Finance section is calculated from these counts and prices.

1.6 Competitive advantage

A fixed, published weekly stop schedule means crews at each site know the van arrives at 6:55am on their days — no guessing, no missed coffee. That reliability is what every other mobile option fails to deliver.

1.7 Key competitors

Competitor descriptions are general. Check them against current public information.

- Café strip stores 5-15 minutes from site require workers to drive off-site and lose break time — position against them by coming directly to the crew on a published timetable
- Ad-hoc mobile vans that work irregular routes with no published schedule create uncertainty crews cannot plan around — position as the van workers can actually count on
- Petrol station forecourt coffee within driving distance offers fast but low-quality product with no site presence — position on espresso quality and the convenience of zero travel time

1.8 Budget allocation

Breakdown

Category	Purpose	Amount
Van purchase and fit-out	Second-hand van bought and fitted with espresso machine, water system, and generator	\$14,000
Opening stock and supplies	Coffee beans, milk, grab-and-go food, cups, and consumables for first six weeks	\$2,500
Branding and printed materials	Van signage, weekly stop schedule cards printed for site foremen	\$800
Registrations and permits	Registration and council rules for trading on public and private land, checked through ABLIS	\$1,200
Reserve / contingency	Emergency buffer — do not spend unless necessary	\$1,500

Total budget: \$20,000

1.9 90-day priorities

Licences, permits and registrations depend on your business and location. Check what applies to you with ABLIS at ablis.business.gov.au.

- Weeks 1-2: Visit five target construction sites in person, speak to foremen directly, and lock in confirmed stop times for at least four regular stops before the van goes live
- Weeks 3-6: Run the published schedule for four weeks straight without changing stop times — consistency in the first month is what converts curious workers into daily regulars

- Weeks 7-12: Hand site catering menus to foremen at every stop and ask for one toolbox order booking to test that revenue stream before formally adding it to the schedule

1.10 Recommended launch markets

- Pick two active outer-metro construction sites with 20-plus workers each and lock in a fixed morning stop time before launch — these become your anchor stops that anchor the full weekly schedule
- Introduce the published stop schedule as a printed card handed to site foremen in week one — foremen pin it up and do your word-of-mouth for you across nearby sites
- Target industrial estate precincts where three or more trade businesses operate in close proximity so one van loop serves multiple stops without dead driving time between them

1.11 Key risks

- Site access denied at the gate delays the whole day's schedule — confirm each stop with the site foreman or project manager by name before adding it to the published timetable
- Low customer count in the first four weeks before word spreads crushes daily revenue — pre-confirm at least 10 workers per stop before committing that stop to the printed schedule
- Van mechanical breakdown cancels all stops for the day with no backup — set aside \$1,500 of the reserve specifically to cover a same-day emergency repair without shutting down the week

1.12 Test the idea

- Espresso drinks: you assume about 200 sales a week by month 3, at \$6 for one cup. Test it before you spend: ask people who fit your target market whether they would pay \$6 for one cup. You assume you can deliver up to 500 a week. Test it with a short trial run before you commit to that many.
- Grab-and-go food items: you assume about 100 sales a week by month 3, at \$5 for one item. Test it before you spend: ask people who fit your target market whether they would pay \$5 for one item.
- Site catering orders for toolbox meetings: you assume \$180 for one order. Test it before you spend: ask people who fit your target market whether they would pay \$180 for one order.

2. Product

The website plan: the pages needed and what each should say.

2.1 Homepage hero copy

Real espresso. On-site. Every week, same time. No driving off-site. No guessing. Just great coffee at your gate before the day kicks off.

Primary CTA: Find Your Site on the Schedule

Recommended platform: Squarespace

2.2 Website pages

Name	Purpose
Home	Immediately show construction crews the van is coming to their site on a fixed schedule, converting curious site workers into regulars.
Stop Schedule	Publish the full weekly timetable so trades workers can see exactly when and where the van arrives, removing all uncertainty.
Menu	Show espresso drinks and grab-and-go food with prices, plus introduce site catering for toolbox meetings to foremen and project managers.
Contact	Let foremen and project managers request a new stop or book site catering, capturing leads that grow the weekly schedule. Squarespace fits this founder's budget and stage — fast to launch, low monthly cost, no developer needed, with easy schedule and contact page tools.

2.3 Copy brief per page

Home

- Hero headline and subhead targeting trades workers who currently drive off-site or go without coffee each morning.
- One-sentence value proposition: the van runs a fixed published weekly timetable so crews know exactly when it arrives.
- Short 'How it works' section: three steps — check the schedule, show up at your normal break, get your order.
- Social proof strip: early testimonials or crew headcounts from anchor stops to show the van is already trusted on real sites.

Stop Schedule

- Full weekly timetable displayed as a clear day-by-day grid showing site name, suburb, and exact arrival time for each stop.
- Short explainer note: stops are confirmed with the site foreman and locked in — crews can count on this time every week.
- Call-to-action for foremen to request their site be added to the schedule, linking directly to the Contact page.

- Printable or shareable version of the schedule so foremen can pin it in the site office or send it to their crew.

Menu

- Espresso drinks listed with prices in the \$5-\$7 range, emphasising café-quality beans and zero travel time required.
- Grab-and-go food items listed with prices in the \$4-\$8 range, focused on quick, filling options suited to early starts.
- Site catering section introducing toolbox meeting orders, with a starting price and a prompt for foremen to enquire via Contact.
- Brief note on how to pre-order for large crews, setting expectations before the catering revenue stream formally launches in month four.

Contact

- Simple form for foremen and project managers to request a new site stop, with fields for site name, suburb, crew size, and preferred time.
- Separate enquiry prompt for toolbox meeting catering orders, capturing the lead type and expected headcount.
- Direct phone number displayed prominently so site foremen can make fast decisions without waiting on a form response.
- Short trust line confirming the founder personally contacts every new stop request within one business day to discuss access and timing.

3. Marketing

How to reach the first customers: channels, messages, and a launch campaign.

3.1 Positioning statement

A mobile coffee van outer-metro construction crews can set their watch by — same site, same time, every week, no driving off-site required.

3.2 Key messages

- Same site, same time, every week — check the schedule and your coffee is waiting at the gate
- No driving off-site, no guessing — real espresso delivered to your site before the day kicks off
- Ask your foreman to add your site — find your stop at the schedule on our website

3.3 Target channels

Channel	Why it fits	First action
In-person outreach to site foremen	Foremen are the gatekeepers who pin up the schedule and tell the whole crew — one yes unlocks 20-plus daily customers	Visit two active outer-metro construction sites this week, introduce yourself in person, and hand the foreman a printed stop schedule card
Van signage and printed schedule cards	Tradies on site see the van every morning — bold signage and a pocketable card do the selling between stops without any screen time	Brief your signage supplier this week: van livery must show the business name, 'Find Your Site on the Schedule', and the website address in large print
Local community noticeboard groups for trades workers	Outer-metro tradies actively use local Facebook-style community groups to share site news — a post with your published schedule reaches the exact audience at zero cost	Join three outer-metro suburb community and trades noticeboard groups this week and post your week-one schedule with site names, times, and the website link

3.4 Content plan

- Weekly post in local trades noticeboard groups showing next week's confirmed stop timetable as a simple image — site name, suburb, exact arrival time, and website link
- Photo series on printed schedule cards and van signage showing the 6:55am arrival moment at an anchor stop — handed to foremen and pinned in site offices
- Short handwritten note slipped under a foreman's door or left at the site office introducing the catering menu for toolbox meetings, with a direct phone number to book

3.5 Launch campaign

Name: Same Time Every Week

Concept

Build the launch entirely around the published timetable — hand printed schedule cards to foremen at anchor sites, post the live schedule in local trades noticeboard groups, and drive every touchpoint to 'Find Your Site on the Schedule' on the website

Timeline

4 weeks: week 1 foreman visits and schedule card drop, weeks 2-3 live trading on fixed stops, week 4 follow-up post in community groups sharing early crew numbers

What to measure

10 paying customers per stop by end of week 4 across at least four confirmed stops

3.6 Budget allocation**Breakdown**

Category	Purpose	Amount	Paid from
Branding and printed materials	Van signage with website address and schedule cards for foremen	\$600	Branding and printed materials
Additional schedule card print run	Second batch of printed stop schedule cards for new stops in weeks 3-6	\$200	Branding and printed materials

Total budget: \$800

4. Finance

The numbers: projections, costs, and what is needed to break even.

All figures are before tax and before anything you take out of the business.

4.1 Financial summary

The budget goes into the van, fit-out, opening stock, permits, branding, and a cash reserve. Each month the main recurring costs are the website, fuel and gas, and a small accounting line. The business covers itself when enough cups and food items sell across the daily stop schedule. The cost of beans, milk, and food per transaction is the number to watch every single week. This is a draft financial plan, not financial advice. Review every figure with a qualified accountant before acting on it.

4.2 Your key figures

How long your cash lasts if nothing sells



Your reserve, plus anything the plan did not allocate (\$1,500), spent on fixed costs alone, with no sales at all.

Figure	Value
Total start-up spend	\$20,000
Budget left unspent	\$0
Cash still available after day one	\$1,500
Fixed costs each month	\$510
How long your cash lasts	2.9 months
Sales needed each month to cover fixed costs	\$717

All figures are recalculated from the approved inputs below. Volumes stated per week are converted at 52 weeks divided by 12, and per fortnight at 26 fortnights divided by 12. Prices are the amounts the founder receives per sale. Runway assumes no sales at all.

4.3 What you spend to start

Where the start-up money goes

\$1,500 of \$20,000 is still cash after day one.

Your budget  \$20,000

■ Spent on day one	\$18,500	□ Kept as cash	\$1,500
Van purchase and fit-out	\$14,000	Reserve / contingency	\$1,500
Opening stock and supplies	\$2,500		
Branding and printed materials	\$800		
Registrations and permits	\$1,200		

Your approved budget of \$20,000 as one bar: what is spent on day one, and what is kept as cash. Each part is a line of the start-up table below.

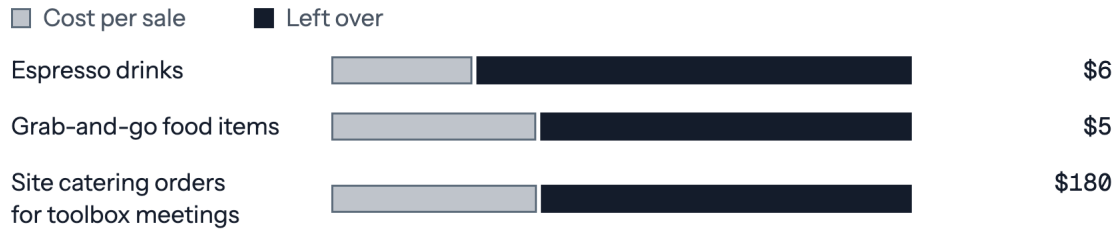
Cost	What this money does	Amount	Notes
Van purchase and fit-out	Spent once, then gone	\$14,000	Second-hand van plus espresso machine, water system, generator installed
Opening stock and supplies	Becomes goods you sell	\$2,500	Beans, milk, grab-and-go food, cups, consumables for first six weeks
Branding and printed materials	Spent once, then gone	\$800	Van signage and printed weekly stop schedule cards for foremen
Registrations and permits	Spent once, then gone	\$1,200	Registration and council rules for trading on site, checked through ABLIS
Reserve / contingency	Kept as cash	\$1,500	Emergency buffer, held for same-day mechanical repairs if needed
Spent on day one	The lines spent once, bought as goods or paid up front	\$18,500	—
Kept as cash	The lines kept as cash	\$1,500	—
Total		\$20,000	Against a budget of \$20,000

4.4 What you pay every month

Cost	Each month	Notes
Fuel and LP gas	\$400	Daily driving across outer-metro stop route plus generator gas
Hosted website subscription	\$30	Monthly fee for hosted website builder carrying the published schedule
Accounting and tax compliance	\$80	Cloud accounting software subscription to keep books current monthly
Total each month	\$510	Paid whether or not anything sells

4.5 What you sell

What each sale leaves



Every bar is the same length: one sale's price, split into what it costs you to deliver and what is left.

What you sell	One sale is	Price	Cost per sale	Left over	Starts
Espresso drinks	cup	\$6	\$1.50	\$4.50	From launch
Grab-and-go food items	item	\$5	\$1.80	\$3.20	From launch
Site catering orders for toolbox meetings	order	\$180	\$65	\$115	Month 4

- Espresso drinks — cost per sale covers: Beans, milk, and disposable cup cost per espresso drink served
- Grab-and-go food items — cost per sale covers: Wholesale food item cost plus packaging per unit sold
- Site catering orders for toolbox meetings — cost per sale covers: Food, drinks, and packaging bought specifically for each catering order

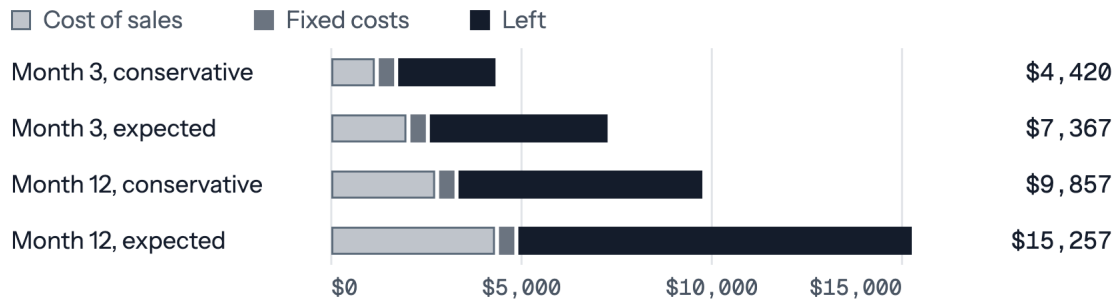
4.6 How much you expect to sell

What you sell	Month 3, conservative	Month 3, expected	Month 12, conservative	Month 12, expected
Espresso drinks (cups per week)	120	200	250	380
Grab-and-go food items (items per week)	60	100	130	190
Site catering orders for toolbox meetings (orders per month)	0	0	3	7

4.7 What that means month to month

All figures are before tax and before anything you take out of the business.

Where each month's money goes



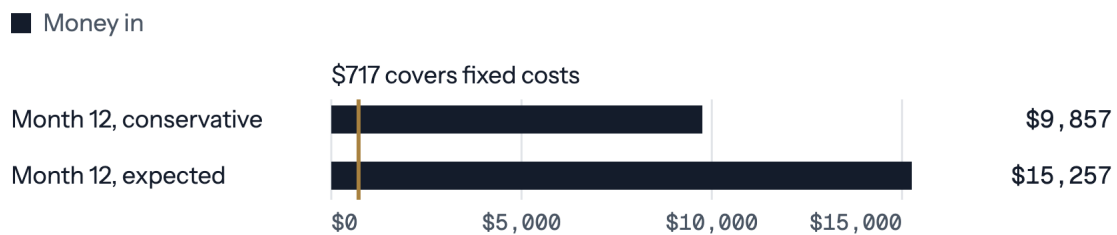
Money in for each scenario, split into the cost of those sales, that month's fixed costs and what is left. All figures are before tax and before anything you take out of the business.

Scenario	Money in	Cost of sales	Left for fixed costs	Fixed costs that month	Left after fixed costs	Covers fixed costs?
Month 3, conservative	\$4,420	\$1,248	\$3,172	\$510	\$2,662	Yes
Month 3, expected	\$7,367	\$2,080	\$5,287	\$510	\$4,777	Yes
Month 12, conservative	\$9,857	\$2,834	\$7,023	\$510	\$6,513	Yes
Month 12, expected	\$15,257	\$4,407	\$10,850	\$510	\$10,340	Yes

Left for fixed costs is money in less the cost of making those sales. Left after fixed costs is what remains once that month's fixed costs are paid.

4.8 What it takes to cover your costs

Month 12 against what covers your costs



The line is \$717 of sales a month, which covers fixed costs of \$510 at the mix of sales you expect by month 12. Each bar is a month-12 scenario's money in. All figures are before tax and before anything you take out of the business.

At the expected month-12 mix of sales, covering fixed running costs of \$510 a month takes about \$717 of revenue.

Every scenario covers that month's fixed costs.

The one thing that moves this most: Daily cup count across confirmed stops — more stops, more cups, better unit economics

4.9 What these numbers assume

- Conservative cup count reflects one or two confirmed stops, not the full intended daily schedule
- Food item attachment rate assumes roughly one item sold for every two cups in early months
- Catering orders begin only after foremen are personally handed the menu and have seen the van trade reliably
- Fuel cost assumes a fixed outer-metro loop of moderate distance driven five days a week
- Opening stock covers the first six weeks; restocking thereafter is funded from daily trading cash

4.10 What to watch

- If the cost of consumables per cup creeps up through supplier price rises, the margin on the highest-volume item erodes quickly and break-even shifts further out
- A multi-day mechanical breakdown with no reserve left converts fixed monthly costs into pure cash drain with zero sales to offset them
- Low early cup counts across too few confirmed stops can exhaust the opening stock budget before trading cash is sufficient to restock at pace

4.11 Check these before you spend

- Your largest start-up cost is Van purchase and fit-out, at \$14,000. Get a written quote before you pay it.
- Your largest monthly cost is Fuel and LP gas, at \$400 a month. Check that figure before you commit to it.
- Each cup costs \$1.50 to deliver. Check that against a supplier's price before your first sale.