



Pirate Dogs will be a unique and Positively Memorable Food vending experience by delivering Hot & Fresh High-Quality Foods, served by a Fast & Friendly Staff in a Sparkling Clean Environment making Meaningful Connections in my Community.

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## Our Team & Organization



**Name:** Bill Moore

**Relevant experience:** Over 40 years as restaurant general manager, corporate trainer and food truck owner. Author of three books on the food truck industry, host of 10 Minute Food Truck Training podcast, Food Vendor Reality on YouTube and owner Food Truck Training of Facebook with over 13K member.



**Name:** Melisa Moore

**Relevant experience:** 37 years in the food industry in various positions from server to general manager. Editor of food truck related books. Owned and operated two businesses, a cleaning business and a sublimation printing business. Co-owner of Food Truck Training on Facebook with over 13K members.

**Company Background and Structure:** Pirate Dogs will be a unique themed hot dog and sandwich trailer, featuring locally made breads and our own recipe sausages produced by a local butcher. Our idea began in 1981 and developed from simple hot dog and hamburger rented trailer. We tested many products to finally settle on the most popular items you will see in the product section.

We will operate as an LLC under the name of Pirate's Galley our DBA will be Pirate Dogs. Melisa Moore and Bill Moore are co-owners with a 50-50 share of the company. Pirate's Galley will operate as an S-corporation.

## Problem & Our Solution

**Problem:** Fort Walton Beach has only 8 food trucks serving the entire Fort Walton-Niceville market, leaving many areas well underserved. The Island area where the majority of our condos and hotels are located has only 8 restaurants and no food truck presence for the residents and the over 100K annual visitors to the beach. Our surveys indicate the average tourist prefers to remain close to the beach for their lunch time meal rather than end beach time early get changed and drive over the bridge in search of food.

**Our Solution:** We have a menu full of lunch time favorites, the ability to deliver to both condos and hotels and a location convenient to beach going families. Our menu is easy to produce for crowds and carries well for our small delivery area.

## Our Products

We will be using fresh baked buns for all our product from a local bakery in FWB as well as all meats provided by 7 Brothers Butcher Shop. Our sandwich prices will range from \$5 to \$12 with the "Admiral" personal grilled pizza at \$13.

We will offer Lays chips, fresh cut fries and Coca Cola brand sodas as well as a fresh made strawberry-raspberry lemonade. Our full menu is at [PiratesGalley.com](http://PiratesGalley.com)

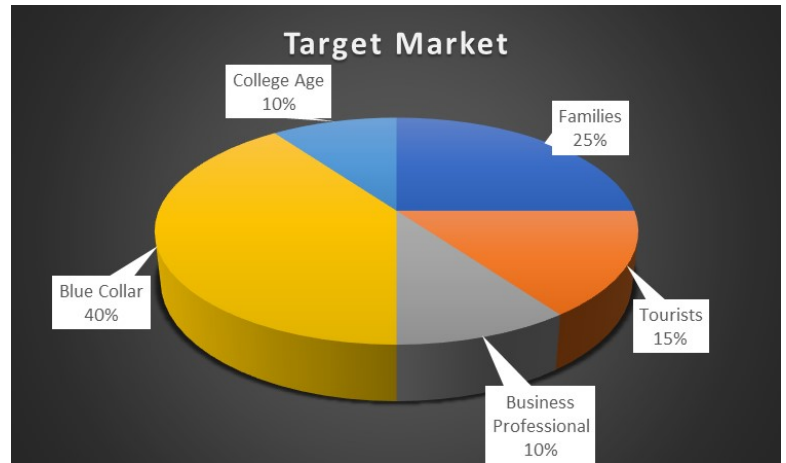


## Marketing

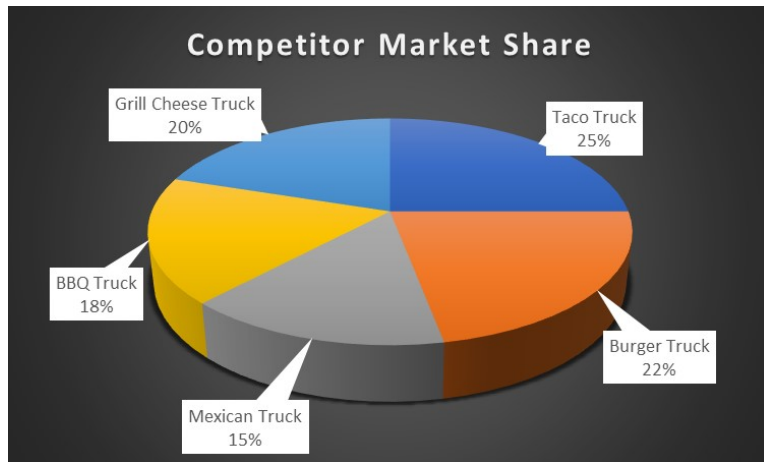
- We will visit all offices surrounding our sites each day we are at new sites
- We will sign up 100% of our guests for the loyalty program
- We will do one community fund raising event per month
- We will post a minimum of 3 social media post across all our accounts daily, plus respond to 100% of comments.

	Facebook	Instagram	Twitter	Snap	TikTok
<b>Current Followers</b>	80	20	0	0	0
<b>3-Month Goal</b>	200	150	100	80	50
<b>First Year Goal</b>	2000	1000	500	250	250

Our marketing plan will reach both blue collar and business professional via our daily visits to offices and factories. Social media will reach tourists, families and college students. Our loyalty program will encourage repeat visits with our goal of two weekly visits from our participants. We will use the fund raising events to help worthy cause and gain media attention.



## Competition



**Direct competitors:** List competitors and how close they will be to your locations. Look at competitors within a 3-to-5-mile radius.

- Competitor 1
- Competitor 2
- Competitor 3
- Competitor 4
- Competitor 5

**Why we are better:** This is where you get to blow your own horn. Think in terms of QSC<sup>2</sup>– Quality, Service, Cleanliness and Community. This is where you get to blow your own horn. Think in terms of QSC<sup>2</sup>– Quality, Service, Cleanliness and Community. This is where you get to blow your own horn. Think in terms of QSC<sup>2</sup>– Quality, Service, Cleanliness and Community. This is where you get to blow your own horn. Think in terms of QSC<sup>2</sup>– Quality, Service, Cleanliness and Community.

## Financial Projections

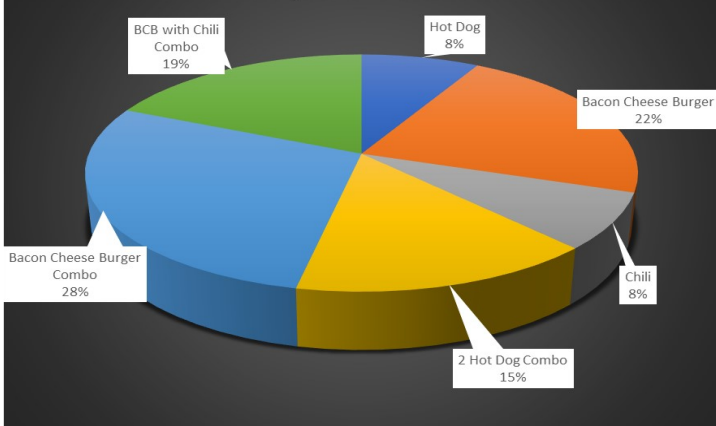
### Startup Expense Summary

Total Starting Inventory	\$ 600.00
Total Permits & Licenses	\$ 1,235.00
Total Start up Insurance	\$ 2,000.00
Total Starting Payroll	\$ 1,800.00
Total Professional Services	\$ 600.00
Total Utilities	\$ 300.00
Total Rents/Fees/Payments	\$ 1,940.00
Total Other Operational Costs	\$ 31,875.00
<b>Total Startup Expenses</b>	<b>\$ 40,350.00</b>

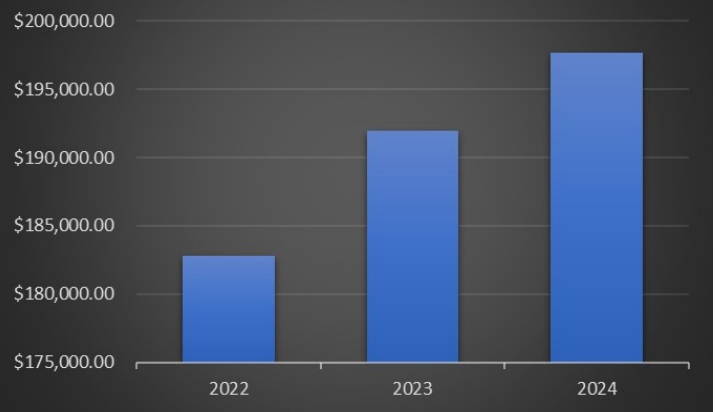
### Startup Assets

Total Owner Funding	\$ 35,000.00
Total Loans	\$ 10,000.00
Total Other Funding	\$ -
<b>Total Start-up Assets</b>	<b>\$ 45,000.00</b>

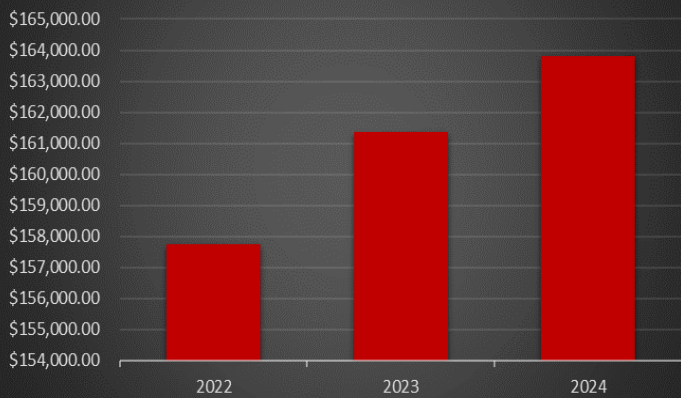
### Projected Sales Mix



### Revenue



### Expenses



### Profit

