

# Example of hot dog stand business plan

[Business](#), [Company](#)



## **Executive Summary:**

### ORGANIZATIONAL AFFILIATION

Executive Summary:

## **Mission Statement**

Our mission is to bring quality products to the everyday consumer, to foster a corporate culture of tolerance and diversity, and to always maintain an emphasis within our organization on principled progress. We seek never to be exploitative, never unfair, and, above all, never to overstep our authority as the guiding light of this company. We will work fairly and equally alongside every employee, and maintain a close personal relationship with all of our significant clientele.

## **Company Structure**

The company will be managed by a board of trustees elected semiannually by democratic vote among the body of the corporation as a whole. Each employee will have an equal voice, and we hope, in this way, to make sure that our focus always remains on the customer and his or her needs.

## **The Product**

We will be selling beef frankfurters – also referred to as “hot dogs” from a small, mobile unit equipped with heating, refrigeration, and other necessities. This unit will also carry refrigerated drinks for the greater enjoyment of the customer. This type of unit is often referred to as a “stand,” although we seek in our enterprise to linguistically differentiate ourselves from our competition by avoiding this word. We will establish

ourselves in the minds of the consumer by building a strong brand, offering low, competitive prices, and by maintaining a close interpersonal relationship with them.

## **The Consumer Base**

Our ideal consumer is male, between the ages of 15 and 65, employed in white collar or blue collar labor, has at least a high school education, and prefers to relax at the end of his day with a trip to his local, well-managed hot dog stand, accompanied by a number of his fellow coworkers.

## **Performance Evaluation Metrics**

Our primary metric will be our net profit over the course of the first 5 years of operation. Additionally, however, we wish to take in to account more difficult to quantify factors such as the amelioration of local communities, the quality of our relationships with other local businesses, and even factors like our net effect on neighborhood health. We shall evaluate these, more complex factors with a holistic method developed during the course of our business operation, ideally with some degree of quantification.

## **Product Niche/Justification**

While the concept of the mobile hot dog vending unit is by no means novel, we hope to approach it with a uniquely socially conscious attitude, thereby securing an appreciable consumer base. We admit that there are many hot dog stands across the nation, but few of those hot dog stands have had the foresight and the directed intellect involved in their development that we will show in the report below. Hot dog stands are indeed a staple of our national cuisine, that no true resident could bear to be without, but we believe that

no one has ever created a hot dog stand with the expressed aim of community betterment and the development of a sustainable local culture. It is for this reason that we believe we will have an unprecedented degree of success in our undertaking.

## **Product Future**

We believe that the opportunities for this kind of business are nearly unlimited, and see no reason why the firm should not persist indefinitely. Hot dog stands form an integral part of our national culture and identity, and we seek to carry on the proud tradition that this kind of service holds.