FolarraStudio

Food Truck Planner

cook · park · serve

PRINTABLE · CLIENTS, JOBS & MONEY

This Planner Belongs To

for food truck owners

BUSINESS NAME _____

OWNER _____

PHONE / EMAIL _____

SERVICE AREA _____

STARTED ON _____

How to use this planner

- Print the whole planner once, then print extra copies of the pages you use most, such as the Event Booking Form and Client list pages.
- Print at 100% / Actual size on A4 or US Letter paper. The printable pages have a white background to save ink.
- Hole-punch the pages and keep them in a binder, so you can add pages any time.
- Every page is undated, so you can start in any month of any year.
- Fill in a client profile for each new client and log every job on the day.
- Digital planner: open the hyperlinked PDF in any PDF annotation app and tap the tabs to jump between sections.

My business word for this year

Why I love this work

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Event Booking Form

details for every new client

CLIENT _____ PHONE _____

ADDRESS _____ EMAIL _____

DATE _____ REFERRED BY _____

Event / location

Expected crowd

Permits needed

- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____

Notes

Client List

everyone you work with

CLIENT	PHONE	EMAIL	SINCE	NOTES

Venue Profiles

the details that matter

VENUE / EVENT _____

CONTACT _____

PHONE _____

FEE / SPLIT _____

POWER & WATER _____

BEST SELLER _____

NOTES _____

VENUE / EVENT _____

CONTACT _____

PHONE _____

FEE / SPLIT _____

POWER & WATER _____

BEST SELLER _____

NOTES _____

VENUE / EVENT _____

CONTACT _____

PHONE _____

FEE / SPLIT _____

POWER & WATER _____

BEST SELLER _____

NOTES _____

VENUE / EVENT _____

CONTACT _____

PHONE _____

FEE / SPLIT _____

POWER & WATER _____

BEST SELLER _____

NOTES _____

Daily Sales Log

every job, recorded

DATE	LOCATION	HOURS	SALES	COSTS	BEST SELLER

Services & Prices

what you offer

SERVICE	PRICE	TIME	NOTES
Signature dish			
Combo meal			
Side			
Drink			
Dessert			
Catering per head			

Weekly Schedule

the week at a glance

WEEK OF _____ NOTES _____

TIME	MON	TUE	WED	THU	FRI	SAT	SUN
7:00							
8:00							
9:00							
10:00							
11:00							
12:00							
13:00							
14:00							
15:00							
16:00							
17:00							
18:00							
19:00							

Location Planner

where to park and when

DATE	LOCATION / EVENT	HOURS	FEE	CONFIRMED
				☐
				☐
				☐
				☐
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				☐
				☐
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Prep & Stock Checklist

ready for service

DATE _____ LOCATION _____

ITEM	NEED	HAVE	PREPPED
			☐
			☐
			☐
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			☐
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			☐

Truck Maintenance

keep it on the road

DATE	VEHICLE / EQUIPMENT	WORK DONE	COST

Permits & Licenses

stay legal everywhere

PERMIT	ISSUED BY	EXPIRES	COST	RENEWED
				☐
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Invoice Tracker

get paid on time

INVOICE NO.	CLIENT	DATE	AMOUNT	DUE	PAID
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					☐

Income & Expenses

money in, money out

MONTH _____ GOAL _____

DATE	DESCRIPTION	CATEGORY	IN	OUT

TOTALS _____

Yearly Overview

the business at a glance

YEAR _____ GOAL _____

MONTH	JOBS	INCOME	EXPENSES	PROFIT	NEW CLIENTS
Jan					
Feb					
Mar					
Apr					
May					
Jun					
Jul					
Aug					
Sep					
Oct					
Nov					
Dec					
Total					

Notes



FolarraStudio

Thank you!

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