

Mobile Food Cart Prices & Cost Summary Sheet

	<u>Selling Price</u>	<u>Item Cost</u>	<u>Gross Profit</u>	<u>Profit Margin</u>
Hot Dogs – All Beef (Sabretts*) Hot Dogs				
- Regular size (2 oz)	\$ 2.50	\$ 0.75 **	\$ 1.75	70%
- Jumbo Size (3.75 oz)	\$ 3.50	\$ 1.25 ***	\$ 2.25	65%
- Sausages	\$ 3.50	\$ 1.25***	\$ 2.25	64%
- Extra charge condiments	\$ 0.50	\$ 0.17	\$ 0.33	64%
\$1 Off Special – 2 small dogs and coke	\$ 5.00	\$ 1.75	\$ 3.25	65%
Pretzels:				
NY Style Soft Pretzels (6.25 oz)	\$ 2.50	\$ 0.50	\$ 2.00	80%
Gourmet Stuffed Pretzels (6.25%)	\$ 3.00	\$ 1.00	\$ 2.00	67%
Sodas and Cold Drinks:				
Coca cola products	\$ 1.00	\$ 0.35	\$ 0.65	67%
Bottled water, Gatorade, etc.	\$ 1.50	\$ 0.55	\$ 0.95	63%
Coffee ****	\$ 1.25	\$ 0.40	\$ 0.85	68%
Snack Items - Chips, Nachos	\$ 1.00	\$ 0.35	\$ 0.65	65%

* Or Hebrew National, Nathans, etc., depending on traditional tastes in your area.

** Breakdown: hot dog \$ 0.47, Bun \$ 0.20, regular condiments \$ 0.08

*** Breakdown: jumbo dog or sausage \$ 0.82; bun \$ 0.30; condiments \$ 0.13

**** Breakdown: Cost estimate includes coffee, cream, sugar and cup

**Up-Selling is the key to bigger profits. All the fast food franchises do it.
Make it your goal to make a \$5.00 sale on each customer.**

Customers Per Day:	<u>100</u>	<u>150</u>	<u>200</u>	<u>250</u>
Gross Sales @ \$5 per customer	\$ 500	\$ 750	\$1,000	\$1,250
Product Cost: approx. 1/3	<u>167</u>	<u>250</u>	<u>333</u>	<u>416</u>
Day's Gross Profit – 2/3 (66.7%)	<u>\$ 333</u>	<u>\$ 500</u>	<u>\$ 667</u>	<u>\$ 834</u>

DISCLAIMER: The testimonials and examples used are exceptional results, which do not apply to the average purchaser, and are not intended to represent or guarantee that anyone will achieve the same or similar results. Each individual's success depends on his or her background, dedication, desire, motivation and other factors beyond our control.