



Running a Food Truck For Dummies

By Myrick



Running a Food Truck For Dummies By Myrick

The easy way to drive your food truck business to success

A new generation of street food lovers are lining up at food trucks and food carts. Though the idea is a long-standing part of American and world culture, the street food industry has never enjoyed so much popularity or publicity. With lower start-up costs than traditional "store front" restaurants, food trucks offer a unique opportunity to entrepreneurs in a business climate where credit is tight and capital is scarce. In *Running a Food Truck For Dummies*, you'll get all the delicious details needed to start your own food truck business quickly, affordably, and successfully.

Whether you're one for the nearly 3 million owners and operators of existing food truck businesses or a chef, foodie, or gourmand interested in starting your own mobile restaurant endeavor, *Running a Food Truck For Dummies* helps you find your food niche, follow important rules of conducting business on the road, outfit your moving kitchen, meet safety and sanitation requirements, and much more.

- Help starting and creating a business plan
- Advice on creating a mobile menu, choosing and outfitting a vehicle, setting prices, and hiring help
- Everything you need to know about licenses, permits, zoning, parking, and other considerations
- Coverage of using Social Media advertising, such as Facebook and Twitter, to market your food truck business

From choosing and outfitting a business vehicle to franchising and everything in between, *Running a Food Truck For Dummies* shows foodies everything they need to know to get their business moving toward success!

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Editorial Review

From the Back Cover

The easy way to drive your food truck business to success

Whether you're the owner of an existing food truck business or a chef, foodie, or gourmand interested in starting your own mobile restaurant endeavor, *Running a Food Truck For Dummies* helps you find your food niche, follow important rules of conducting business on the road, outfit your moving kitchen, meet safety and sanitation requirements, and much more.

- Meals on wheels — get a crash course on starting your own food truck business, with advice on deciding which kind of truck to run and researching your local marketplace
- Drive your business forward — discover all the steps of developing your idea and turning it into a reality, from writing a business plan to presenting your truck — and everything in between
- Start your engines — create your menu, stock your truck, find (and train) the best employees, and set up an office that'll keep your business running
- Hit the road — keep your business running smoothly with advice on maintaining a clean, safe truck and using feedback effectively
- Honk for social media — find out how to harness public relations and social media to share your message and build your following

Open the book and find:

- Advice on choosing the type of food truck to run
- The 4-1-1 on researching the food truck marketplace
- Legal information to help you play by the rules
- Tips on finding a location to park your truck and sell your food
- Guidance on logo design and vehicle presentation
- The scoop on menu creation, layout, and pricing
- Hints for public relations and social media
- How to build and retain a following

Learn to:

- Find your niche, create a menu, and set prices
- Choose and outfit a vehicle
- Build a business plan to set yourself up for success
- Use Facebook® and Twitter® to market your business

About the Author

Richard Myrick is one of the foremost thought leaders on the mobile food industry. He is editor-in-chief and founder of *Mobile Cuisine Magazine* (www.mobile-cuisine.com), a central resource for mobile street food information.

Users Review

From reader reviews:

Louise Wax:

Book is to be different for each grade. Book for children till adult are different content. As we know that book is very important for us. The book Running a Food Truck For Dummies seemed to be making you to know about other knowledge and of course you can take more information. It is very advantages for you. The reserve Running a Food Truck For Dummies is not only giving you more new information but also to become your friend when you truly feel bored. You can spend your spend time to read your book. Try to make relationship together with the book Running a Food Truck For Dummies. You never truly feel lose out for everything in the event you read some books.

Robyn Pugh:

Hey guys, do you would like to finds a new book to read? May be the book with the subject Running a Food Truck For Dummies suitable to you? The actual book was written by well known writer in this era. Often the book untitled Running a Food Truck For Dummies is the one of several books in which everyone read now. This specific book was inspired lots of people in the world. When you read this guide you will enter the new shape that you ever know ahead of. The author explained their concept in the simple way, so all of people can easily to understand the core of this book. This book will give you a wide range of information about this world now. So that you can see the represented of the world within this book.

Denise Swann:

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Margaret Phillips:

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