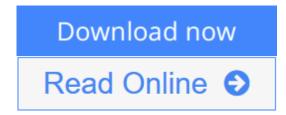


Running a Food Truck For Dummies

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

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- 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:

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Robyn Pugh:

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Denise Swann:

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Margaret Phillips:

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