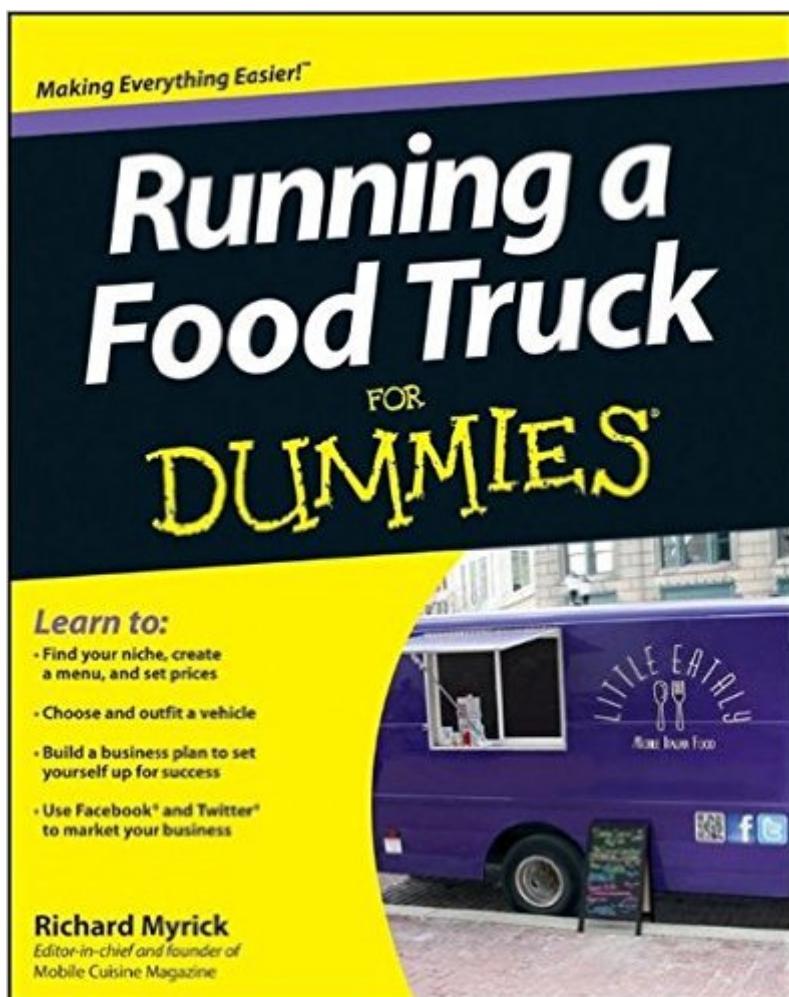


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# Running A Food Truck For Dummies



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## **Synopsis**

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!

## **Book Information**

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## **Customer Reviews**

A surprisingly comprehensive book, akin to something I would see from Nolo Press. To get an idea

of what's actually in the book itself, click on "look inside the book" at the top of the product page. The book is basically a major "to do" list of all the things that you have to think about and address before you get started, including employee issues which are really important, especially for a small business owner. Licenses, food safety, permits, etc., are covered. Don't be tempted to skip over anything if you are truly serious about starting this type of business because it may come back to haunt you. The author has done people a great service with this, because the food business is really hard, and unless you have a fire in your belly for it, save yourself the pain and frustration by not going into it in this way if you are not fully cognizant of what you are getting into.

I got this book on a whim: "Hey maybe I'll get a food truck; looks like fun." I was about half serious, but now I realize I must be a lot more than just half serious. This book is extremely comprehensive. Though I don't believe the book alone can tell you ALL you need to know, it is more than enough of a checklist to help you navigate some aspects of running a food truck which you probably didn't consider.... but need to. If you're thinking about running a food truck, this will be the very first or very last book you will buy; the first because if after reading it you still want to go ahead with the task, you'll know where to go to learn more. It will be the last if after reading it, you say "whew, never mind!" Strongly recommended!

I got this book because a friend has been talking up the idea of opening a food truck as a small business. Of course, he knows nothing about starting up a food truck or opening a small business of any kind, so seeing this book seemed providential. I have to say this book was a comprehensive introduction to the complicated reality of establishing a food truck and reading it certainly opened both out eyes about the need to give this process a LOT more thought and research. Highly recommended for anyone considering capitalizing on the recent food truck boon.

A prospective food truck owner probably has a signature dish in mind and some idea of what, where and how they want to operate their business. Of course, the devil is in the details. Consider this book a dash of common sense that covers the basics, including the myriad of challenges and pitfalls that await new owners in the food truck marketplace. I had a keen interest in chapter 15, "Mastering Marketing and Public Relations" and chapter 16, "Handling the Art of Social Media." Author Richard Myrick acknowledges the growing importance of social media (Twitter, Facebook, Foursquare, Yelp, Groupon, Living Social) versus traditional advertising methods. The latter three social media services are particularly contentious as food trucks and traditional restaurants struggle with the

positives and negatives of digital couponing and online user reviews. For every success story using those platforms, there are as many horror stories of entrepreneurs overwhelmed by coupon-waving zombies that have no intention of patronizing the business beyond the initial offer. One wish: more than two paragraphs should be afforded to the Kogi BBQ food truck in Los Angeles, a leader in using Twitter as a key marketing tool as well as a prime example of the importance of developing an identity. One more wish: there should be more references to online resources, although Myrick is also the editor-in-chief and founder of Mobile Cuisine Magazine, so that is a handy connection. Rating: Four stars. DISCLOSURE: This review is courtesy of the Vine program, which provides products at no cost in exchange for my independent and unbiased feedback. My objective is to test and review products fairly, providing you with helpful information that improves your shopping experience. This product review was not sponsored or paid for in any way by the manufacturer or an agent working on their behalf.

This book really does simplify the logistics of starting a food truck business. It's full of helpful and useful information that is sure to help anyone who's looking to fulfill their culinary dreams, while having your own business. I found so many of the chapters essential with so many "little" things you might not ever consider. Definitely a must have if you're looking in to starting your own business.

So before reading this book, I was toying with the idea of opening a food truck. I lived in an area where there was a desperate need for it, and willing/eager customers just waiting for one to open. I saw a need and thought - hey, I can fill this need and make a few bucks doing it too - pretty cool right? Well ... I am so glad I read this book. Opening a food truck is a TON of work - way more than I thought it would be and I am generally a pretty realistic person. If I pursued this idea, this book is the perfect how-to checklist to get started. As it is, I will sit back and wait for someone else to fill the gap.

I give this book high marks for a comprehensive review of what you will need to start a Food Truck business. Every topic from how and where to buy/lease or rent, conceptual ideas on food and beverages, marketing, public relations, and social media. There is even an overview of guidelines and requirements required to sell food, with further info avail by contacting your local FDA office. Excellent resource.

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