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# **Start Your Own Food Truck Business: Cart • Trailer • Kiosk • Standard And Gourmet Trucks • Mobile Catering • Bustaurant (StartUp Series)**



## Synopsis

Start Your Own Food Truck Business and Satisfy Your Hunger for Success At over a billion dollars, the mobile food industry is enjoying more publicity and notoriety than ever before. Catering to a new generation of foodies looking for quick and unique specialties, the mobile food business is booming with new opportunities for eager entrepreneurs like you. From gourmet food to all-American basics and hot dog wagons to restaurants, our experts give you the delicious details behind starting and running a successful mobile food business. This guide covers:

- Six of the hottest mobile food options: food carts, concession trailers, kiosks, standard and gourmet trucks, mobile catering, and restaurants
- Identifying the perfect foodie niche and customer base
- Creating menu items that save time, money, and space in the kitchen
- Finding a profitable location, time and time again
- Attracting new and loyal customers with social media platforms like Instagram, Facebook, and Twitter
- Managing daily operations, costs, and setting prices
- Licenses, codes, regulations, parking, and other considerations

Plus, gain recipes, shopping lists, favorite equipment buys and more from practicing food truck entrepreneurs. From choosing a vehicle to franchising and everything in between, learn what you need to know to get your business moving toward success!

## Book Information

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## Customer Reviews

This book is great if you're considering a food truck of some sort. It is extremely detailed in explaining the necessary steps for opening your own business. This will help you think of things you had not considered in your journey such as expenses, materials, marketing, and competition. Good

luck!

Answered questions that I did not consider to ask. A very comprehensive business book for first time food truck entrepreneurs.

Good overviews for starting business even has where to go on line for more references

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