



How to Start a Food Truck (Paperback)

By J H Dies

Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. How to Start and Succeed in the food truck business. Amazon and Kindle best selling author and hospitality expert J.H.Dies brand new book covers everything you need to know to start your own food truck with a plan. The explosive food truck industry is revolutionizing how customers eat, and this book explores the low cost - high return way to start a new food brand. This book covers how to decide if the business is right for you, with detailed discussion of the food truck lifestyle. You will learn how to build your brand, and what to think about as you launch your food truck big idea. Special attention is given to low and no cost marketing using social media, and modern technology for brand building. All aspects of operations including food costing, financial planning, permitting and logistics, as well as financing your food truck are covered. There are specific details for drafting your food truck business plan, to help with analyzing and testing the market before you spend huge time and money. Issues like food costing, and food quantity planning...



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