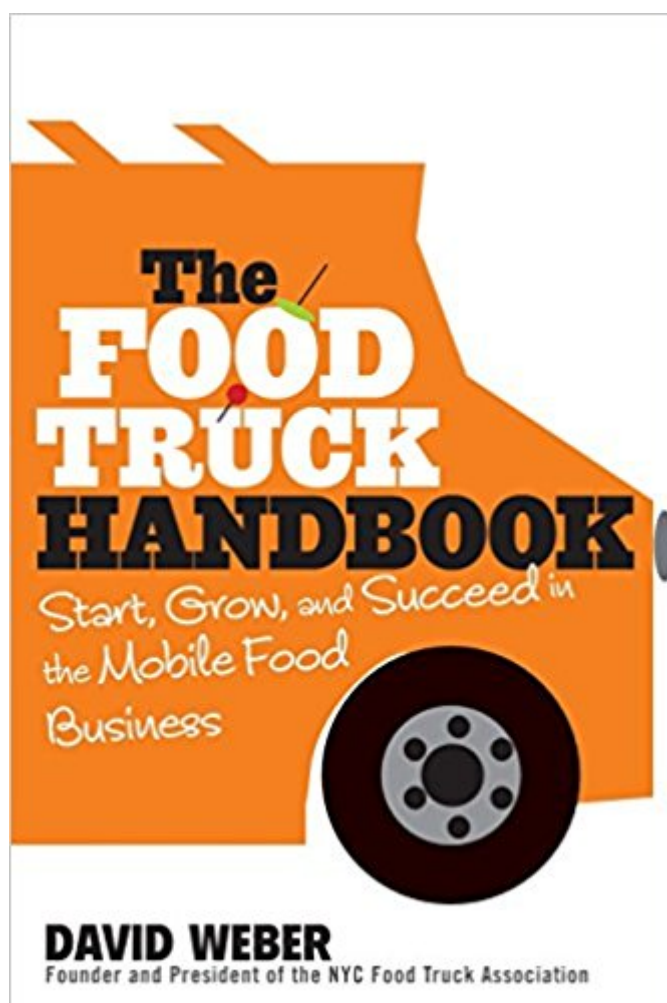


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The Food Truck Handbook: Start, Grow, And Succeed In The Mobile Food Business



Synopsis

How to start, grow, and succeed in the food truck business. Food trucks have become a wildly popular and important part of the hospitality industry. Consumers are flocking to these mobile food businesses in droves, inspiring national food truck competitions and even a show dedicated to the topic on The Food Network. The relatively low cost of entry as compared to starting a restaurant, combined with free and low-cost ways to market them to the masses via platforms like social media, are just two of the reasons that food truck business are drawing in budding entrepreneurs. Author David Weber, a food truck advocate and entrepreneur himself, is here to offer his practical, step-by-step advice to achieving your mobile food mogul dreams in *The Food Truck Handbook*. This book cuts through all of the hype to give both hopeful entrepreneurs and already established truck owners an accurate portrayal of life on the streets. From concept to gaining a loyal following to preventative maintenance on your equipment this book covers it all. Includes profiles of successful food trucks, detailing their operations, profitability, and scalability. Establish best practices for operating your truck using one-of-a-kind templates for choosing vending locations, opening checklist, closing checklist, and more. Create a sound business plan complete with a reasonable budget and finding vendors you can trust; consider daily operations in detail from start to finish, and ultimately expand your business. Stay lean and profitable by avoiding the most common operating mistakes. Author David Weber is Founder and President of the NYC Food Truck Association (NYCFTA), which brings together small businesses that own and operate premium food trucks in NYC focused on innovation in hospitality, high quality food, and community development.

Book Information

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Customer Reviews

The food truck craze has arrived. Don't miss out! Foodies the world over have awakened to the mouthwatering potential of the food truck, inspiring national food truck competitions and even a show on the Food Network. The relatively low cost of entry, combined with free and low-cost ways to market them through social media, make the food truck business an ideal entry point for budding entrepreneurs. The Food Truck Handbook offers step-by-step advice on achieving your mobile food mogul dreams. From concept development to gaining a loyal following to preventative maintenance on your equipment, this book covers everything you need to know about starting and running a successful food truck business, including:

- Profiles of successful food trucks, detailing their operations, profitability, and scalability
- How to write a sound business plan, set a reasonable budget, and raise the money to get started
- Best practices and tools to help you pick a truck, choose a location, find trustworthy vendors, and get your truck open on time
- How to stay lean and profitable by avoiding the most common operating mistakes??
- How to grow from one truck to multiple trucks, restaurants, wholesale, or a food truck franchise

David Weber is a food truck advocate and entrepreneur. He is founder and President of the NYC Food Truck Association (NYCFTA), which brings together small businesses that own and operate premium food trucks in New York City. David is also a cofounder of Rickshaw Dumplings, a growing fast casual chain that operates multiple food trucks. Prior to his experience in hospitality, David was a technology and business consultant. He holds an MBA from New York University's Stern School of Business and a BA in English literature from Yale University.

Starting a food truck I've read all the books and this one was full of good working thoughts and considerations. I recommend joining a food truck group in your city just about all of them have one even here in Oklahoma City the OKC food truck association is a great way to go beyond the book and find out what permits and check lists you have to follow for your area. As long as you're not the same type of food truck you'll find others will be more than happy to help and guide you. These books will help you build the plan but you need a working local knowledge in order to not violate a law. Just in my city I needed a LLC, an inspection by the city health department, a permit by the health department, a site permit every time I park on private property, an annual permit I have to buy every year to go to special events, and a site inspection permit every time I park at a public event. Hope that helps like my reviews for more

I read through the book quickly, since it is uncomplicated and presents the basic concepts in a clear and distinct way. For anyone who is thinking about starting a food truck business or is simply interested in what everyone is talking about, this is the book to buy. The author hits on the big picture "policy" issues and delves into the nitty gritty that you would never know unless you had been on the streets running a truck for years. Since he's in NYC, where operating a business can be the most difficult, it's good to get an almost 'worst case' scenario. The section on regulations was helpful, since the author shows the different requirements and issues faced in different cities. I liked the commentaries from other truck operators; a good way to bring in different viewpoints.

Great one stop shop for those considering the mobile food industry. It pretty much pulls what I was able to find from various sources into a more user friendly format. Nothing ground breaking or secretive in this book, it is the packaging of information I'm giving 5 stars to.

Excellent tips on starting a food truck and has referrals to insurance and other reference points. Well done manual, much more informative than Food Trucks for Dummies, which was sorely lacking.

Valuable, specific advice. A good starting point for someone looking to figure out how to start such a business.

Good book whether you're getting started in the food truck business, just getting started in the restaurant business, or just weighing your options. The structure allows you to skip parts you already feel comfortable with. Also adds a touch of humor, to keep it light.

This book is an easy read with lots of useful insight. The Food Truck Handbook is a great place to start if you are thinking about starting a food truck. The Appendix's are packed with useful forms, city by city info, and social media ideas

I purchased this book because I figured it would have the basics one would need to go in the right direction to start a food truck business. I already had some basic knowledge but this book gave me a different perspective and I found it very helpful.

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