



The Food Truck Handbook: Start, Grow, and Succeed in the Mobile Food Business

By David Weber

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The Food Truck Handbook: Start, Grow, and Succeed in the Mobile Food Business By David Weber

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.



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Editorial Review

From the Back Cover

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

About the Author

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.

Users Review

From reader reviews:

Sheilah Harvey:

Information is provisions for people to get better life, information nowadays can get by anyone with everywhere. The information can be a expertise or any news even a problem. What people must be consider while those information which is inside former life are challenging to be find than now is taking seriously which one is acceptable to believe or which one the actual resource are convinced. If you find the unstable resource then you get it as your main information we will see huge disadvantage for you. All those possibilities will not happen inside you if you take *The Food Truck Handbook: Start, Grow, and Succeed in the Mobile Food Business* as the daily resource information.

Walter Crouse:

People live in this new day time of lifestyle always attempt to and must have the spare time or they will get lot of stress from both way of life and work. So , whenever we ask do people have time, we will say absolutely sure. People is human not really a robot. Then we request again, what kind of activity are there when the spare time coming to an individual of course your answer will certainly unlimited right. Then do you ever try this one, reading textbooks. It can be your alternative within spending your spare time, the particular book you have read is actually The Food Truck Handbook: Start, Grow, and Succeed in the Mobile Food Business.

Hector Medlin:

In this era globalization it is important to someone to obtain information. The information will make a professional understand the condition of the world. The fitness of the world makes the information much easier to share. You can find a lot of sources to get information example: internet, classifieds, book, and soon. You will observe that now, a lot of publisher this print many kinds of book. The book that recommended to your account is The Food Truck Handbook: Start, Grow, and Succeed in the Mobile Food Business this reserve consist a lot of the information on the condition of this world now. This book was represented just how can the world has grown up. The terminology styles that writer make usage of to explain it is easy to understand. Typically the writer made some research when he makes this book. Here is why this book suited all of you.

Stephen Porter:

Some individuals said that they feel bored when they reading a book. They are directly felt the idea when they get a half portions of the book. You can choose the book The Food Truck Handbook: Start, Grow, and Succeed in the Mobile Food Business to make your personal reading is interesting. Your own skill of reading proficiency is developing when you such as reading. Try to choose simple book to make you enjoy to see it and mingle the opinion about book and studying especially. It is to be very first opinion for you to like to wide open a book and go through it. Beside that the publication The Food Truck Handbook: Start, Grow, and Succeed in the Mobile Food Business can to be a newly purchased friend when you're experience alone and confuse in what must you're doing of these time.

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