



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

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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

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Eva Stanfield:

The publication with title *The Food Truck Handbook: Start, Grow, and Succeed in the Mobile Food Business* contains a lot of information that you can understand it. You can get a lot of help after read this book. That book exist new expertise the information that exist in this book represented the condition of the world right now. That is important to yo7u to be aware of how the improvement of the world. This particular book will bring you with new era of the glowbal growth. You can read the e-book in your smart phone, so you can read this anywhere you want.

Ellen Wirth:

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Barbara Akins:

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