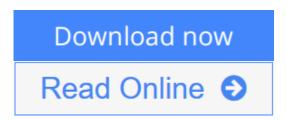


Start Your Own Food Truck Business: Cart • Trailer • Kiosk • Standard and Gourmet Trucks • Mobile Catering • Bustaurant (StartUp Series)

By The Staff of Entrepreneur Media, Rich Mintzer



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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 bustaurants, 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 bustaurants

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!

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Sales Rank: #112392 in BooksPublished on: 2015-05-12

• Original language: English

• Number of items: 1

• Dimensions: 8.80" h x .60" w x 6.90" l, .0 pounds

• Binding: Paperback

• 176 pages

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About the Author

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Rich Mintzer is an expert in making complicated topics reader-friendly, including business, technology and environmental concerns. He has written more than 45 nonfiction books on a wide range of topics. He has also spent 20 years as a magazine journalist and the past several years writing and producing web content. Mintzer lives in Mount Kisco, NY.

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