



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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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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