

How to Start a Successful Food Truck Business (Paperback)

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Reviews

The book is straightforward in go through better to understand. it had been writtern quite flawlessly and valuable. You can expect to like the way the author publish this book. (Reyes Murphy)

HOW TO START A SUCCESSFUL FOOD TRUCK BUSINESS (PAPERBACK)



Createspace Independent Publishing Platform, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. In today s world, a different generation of street food lovers is queuing up at food carts and food trucks like never seen before. But what they don t know is that food trucks are not new to the streets. Just as with many other trends, these are the latest version of part of a long-standing American and global culture. And yet the street food industry hasn t ever enjoyed such notoriety or publicity. Based on statistics from IBISWorld, a research firm in Los Angeles, the street food business including non-merchandized carts and mobile food trucks is a billion dollar industry that has experienced an 8.4 increase over the 5 years between 2007 and 2012. It is a very entrepreneurial approach with 78 of operators employing four or fewer employees. The actual number of these entities is difficult to compile, the entire mobile food industry is made of food carts, kiosks and food truck, which can be found in trains, bus stations, airports, malls resorts, conference centers, stadiums and as well as in other locations. Experts in the food industry claim that food truck businesses are on the increase, largely because of a slow-moving economy. More and more people are looking for relatively cheaper breakfasts and lunches. In addition, today s employees are often in a hurry, with more working time than lunch hours. Such contributing factors make the food truck concept better appealing than ever. From a business owner s standpoint, food trucks, trailers, carts, and kiosks have a much lower overhead than restaurants and they can be moved and relocated if one particular restaurant doesn t generate enough business. Instead of having to worry and contemplate about...

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