

Contents

<i>Foreword</i> Matthew Geller	<i>xi</i>
<i>Preface</i>	<i>xiii</i>
<i>Acknowledgments</i>	<i>xvii</i>
Introduction	1
Plan: Preparing for Success	7
Is the Truckee's Life for Me?	9
Foundations for Success	18
Playing by the Rules	25
Picking a Concept	31
Assembling a Winning Team	49
The Business Plan	51
Raising Money	63

Start: Making It Happen	67
Administrative Necessities	69
Finalizing the Menu	78
Lay Out Your Kitchen	82
Procuring a Truck	87
Picking a Commissary	99
Branding Fundamentals	103
Hiring	109
Picking Vending Locations	112
The Opening Schedule	117
Succeed: Doing One Truck Right	121
Responsible Vending	123
Vending Locations	126
Managing the Team	132
Put It on Paper	135
Watching the Numbers	137
Refining the Menu	142
Social Media	145
Connecting with Customers	150

Seasonality	153
Maintenance	155
Grow: Moving beyond the Truck	157
Growth Opportunities	164
Contract Packing	171
Building the Right Infrastructure	174
Technology	176
Exiting the Food Truck Industry	179
<i>Afterword</i>	183
<i>Appendix A Templates and Worksheets</i>	185
<i>Appendix B Food Truck Regulations, by City</i>	205
<i>Appendix C Social Media Guides</i>	229
<i>Appendix D Interviews with Food Truck Entrepreneurs</i>	233
Notes	263
About the Author	265
Index	267

<http://www.pbookshop.com>