

Index

- Accounting. *See also* Budgeting
basic terminology, 52–53
importance of, 23
tips for success and, 137–141
- Addict-o-matic, 149
- Advertising, 38, 152
- Advocacy, 28–30
- Andy's Italian Ices, 237–240
- Austin, TX, 39, 162, 205–207
- Beverage trucks, 34
- Blogging, 106
- BoardReader, 149
- Bootstrapping, 66
- Boston, MA, 207–208
- Brands and branding:
importance of, 13, 36–38
start-up and, 103–108
tips for building, 251, 257–258
- Break-even point, 47–48, 138–139
- Budgeting:
daily break-even analysis and revenue goals, 138–139
managing costs, 140–174
menu refinement, 142–144
monthly review of books, 140
sales tracking, 137
weekly profit and loss check, 139–140
- Business metrics, 44–48
- Business partners, 49–50
- Business plan, 48, 51–62, 183
costs in, 59–61
income estimation and, 61–62
key assumptions of, 51
outline of, 53–55
revenue modeling in, 55–58
- Carts:
advantages and disadvantages of, 40
starting business with, 66
- Case, Natasha, 159–163
- Cash:
importance of, 16, 19, 174
management of, 72–73, 76
seasonality and, 153–154
- Cash flow statement, 52–53
- Catering, 127, 164
- Chicago, IL, 208–209
- Cleveland, OH, 209–210
- Commissary, 99–102
choosing of, 99–101
opening day and, 118
setting up space in, 101–102
visiting at start and end of day, 10–11, 12
- Comparable businesses (comps), 56

- Competition, analyzing of, 35, 54, 56, 80–81
- Concept, for business, 31–48
 - criteria to consider, 32–35
 - key metrics, 44–48
 - mobile formats, 38–40
- Contract packing, 171–173
- Coolhaus, 66, 159–163
- Costs:
 - accounting terminology, 53
 - in business plan, 55, 59–61
 - pricing and, 80–81
- Costs of goods sold (COGS), 46–47, 59
 - budgeting and, 138–139
 - evaluating actual versus theoretical, 142–144
- Credit cards, accepting of, 73–74
- Credit sheet, 74, 191
- Crowdsourcing, 64
- Customers:
 - connecting with, 23, 150–152
 - learning from, 130
 - variety of possible, 41–42
- Daily information, 76, 197, 198–199
- DeGeest, Thomas, 250–253
- Denver, CO, 30, 210–212
- Electricity, to power truck and equipment, 90–93
- Employees, 14, 74, 111, 135
 - hiring of, 50, 75–76, 109–111, 132
 - managing of, 134
 - training and, 111, 133–134
- Employer identification number (EIN), 70
- Equipment, 84–85, 119. *See also* Maintenance, of truck and equipment
- Expertise, building of, 19, 20–22, 23
- Facebook, 107, 145, 148, 230–231
- Family, raising money from, 63–64
- Food safety, 16, 32–33
- Food trucks:
 - advantages and disadvantages of, 39, 159
 - choosing of, 88–91, 95–98
 - exterior decoration of, 93–94, 103–104
 - growth of industry, 1–2, 4–5
 - history of, 2–4
 - naming of, 42–44
 - storage capacity and, 47
 - tips for selling, 179–181
 - types and layouts of, 26, 33–34, 88, 118–119
- Foursquare, 107, 146, 231–232
- Franchising, 34–35, 56, 166, 180
- Friends, raising money from, 63–64
- Fuel. *See* Power, for truck and equipment
- Geller, Matt, 28–30
- Generators, 15, 92–93, 156
- Google, 147
- Growth opportunities, 157, 159–163
 - contract packing, 171–173
 - infrastructure issues, 174–175
 - more trucks, 164–165
 - technology and, 176–178
- Hiring issues, 50, 75–76, 109–111, 132
- HootSuite, 146
- HVAC system, 86
- Hybrid trucks, 90
- IceRocket, 148
- Ima, Kim, 36–38, 114–116
- Insurance, 70–71, 156
- Inventory system, 101–102
- Investors, 62, 65–66
- Kasa Indian, 259–261
- Kelvin Natural Slush Co., 233–236
- Kickstarter, 65
- Kiosks, 40–41
- Kitchen layout, 82–86
- Klein, Keith, 255–258
- Klout, 148
- Law, respecting of, 124–125
- Legal form of business, 70
- Leo, Kenny, 254–255
- License, to do business, 71, 119

- Licensing, of business ideas, 34–35, 162, 166
- Loans, using to start business, 64–65
- Locations. *See also* Regulations
 journal worksheet, 202–203
 planning and, 10–11, 16, 123
 start-up choice and, 42, 112–116
 tips for success, 126–131
- Los Angeles, CA, 29, 39, 212–214
- Lyon, Jen, 128–130
- Maintenance, of truck and equipment, 10, 14, 15, 72, 155–156, 201
- Management costs, in business plan, 61
- Management team, 54, 174–175
- Marketing, 23, 54
- MeanRed Productions, 128–130
- Menu:
 branding and, 104–105
 costing and pricing of, 80–81
 finalizing of, 78–81, 118
 local food and, 79–80
 refining of, 142–144
 seasonality and, 154
- Miami, FL, 30, 214–215
- Milk Truck NYC, 66, 255–258
- Miller, Randy, 95–98
- Milwaukee, WI, 215–217
- Miscioscia, Andrew, 237–240
- MobiMunch, 95–98
- Money, ways to raise, 63–66, 183
- Naming, of truck and business, 42–44
- New York, NY, 160–161, 217–219
- New York Food Truck Association, 128, 246–247
- Nonprocessing trucks, 26
- Office space, 69, 119–120
- O'Neill, Laura, 247–249
- Opening issues. *See also* Start-up issues
 planning and, 107
 preparation checklist, 118–120
 timing of, 117
- Operational issues, 35–36, 54, 60, 69–77, 118, 135–136
- Order sheets, 75–76, 195
- Packaging, 104
- Parking. *See* Locations
- Philadelphia, PA, 219–220
- Planning, 8, 67
 business plan, 51–62
 concept, 31–48
 foundations of success, 18–24
 raising money, 63–66
 regulations, 25–30
 team members, 49–50
 understanding trucker's life, 9–17
- Point of sales system (POS), 72–73, 161, 176–177
- Portland, OR, 38–39, 220–222
- Povich, Susan, 245–247
- Power, for truck and equipment, 85–86, 89–93
- Pricing issues, 45–46, 80–81, 105
- Processing trucks, 26
- Promotion, of business, 37, 38, 152
- Propane, 16, 91
- Public relations, 107–108, 120
- Purchasing, 140–141
- QR codes, 103–104
- Quality control, 154
- Red Hook Lobster Pound, 66, 245–247
- Reference sources:
 books, 20–22, 24, 51, 134, 165, 166, 171, 174
 magazines and websites, 22, 134
- Regulations, 25–30
 by city, 205–227
- Rein, Alex, 233–236
- Restaurants:
 advantages and disadvantages of, 41, 163
 as alternative to commissary, 100
 food truck regulations contrasted, 27
 opening of, 167
 partnering with, 35
- Revenue:
 daily goals, 138–139
 modeling in business plan, 55–58
 net income in business plan, 61–62
- Rickshaw Dumplings, 254–255

- San Francisco, CA, 222–223
- Savory food trucks, 33–34
- Seasonality, 58, 153–154
- Seattle, WA, 223–225
- Service window, truck layout and, 84
- Shapiro, David, 241–245
- Signage, 120
- Small Business Administration
 - loans, 65
- Social media, 107, 149
 - measuring and monitoring of, 146–149
 - site guides, 145–146, 229–232
- Social Mention, 148
- Southern California Mobile
 - Food Vendors Association (SoCalMFVA), 28–30
- Special events, vending at, 127–130
- Start-up issues. *See also* Opening
 - administrative necessities for, 69–77
 - branding, 103–108
 - commissary choice, 99–102
 - expenses template, 186
 - hiring, 109–111
 - kitchen layout, 82–86
 - location choice, 112–116
 - menu finalizing, 78–81
 - timeline worksheet, 187–190
 - truck procurement, 87–98
- Success, tips for:
 - accounting, 137–141
 - customers and, 150–152
 - foundations of, 18–24, 121
 - locations and, 126–131
 - maintenance and, 155–156
 - menu refining, 142–144
 - paperwork and, 135–136
 - responsible vending, 123–125
 - seasonality and, 153–154
 - social media and, 145–149
 - team management, 132–134
- Sweet food trucks, 34, 44–45, 48
- Taïm Mobile, 241–245
- Team members. *See also* Employees
 - business partners, 49–50
 - management of, 132–134
 - professional services, 50
- Technology issues, 176–178
- Telephone numbers
 - importance of having for truck, 151
 - of vendors and contacts, 74, 192–193
- Templates and worksheets:
 - credit sheet, 191
 - daily checklist, 198–199
 - daily log, 197
 - location journal, 202–203
 - maintenance log, 201
 - opening timetable, 187–190
 - order sheet, 195
 - starting expenses, 186
 - telephone numbers, 192–193
 - time sheet, 196
 - weekly cleaning, 200
 - work schedule, 194
- Throughput, 44–45
- Time sheets, 76, 196
- Tips and tipping, 150, 244
- Trackur, 149
- Trademarks, 43–44
- Trailers, advantages and disadvantages
 - of, 39–40
- Training materials, 75, 76, 111, 133–134, 136
- Treats Truck, 36–38, 90, 114–116
- Trucker's life:
 - best and worst parts of, 12–17
 - typical day, 9–12
- Twitter, 107, 128, 145–146, 229–230
- Van Leeuwan, Ben and Pete, 247
- Van Leeuwan Artisan Ice Cream, 247–249
- Volkema, Tim, 259–261
- Wafels & Dinges, 250–253
- Washington, DC, 29–30, 225–227
- Websites, 105–106
- Weekly information, 194, 200
- Wholesaling, 167–170