

## Food Truck Design Instructions 😊

Now it is time to design your own food truck! Take some time to read over the aspects below and create an idea for your own food truck. **There is room either below the instructions or on the back of this assignment to write down your thoughts.** Consider some of the ideas/issues from the video, but most importantly be creative and choose a business that you would be passionate about!

When creating your food truck, consider the...

### 1. Business Name

- What would you like to sell? Who is your target market?

### 2. Location

- What city will your truck be located?
- Where you would park it in this city? Why?
- Would you change your location depending on the day or time of day? Why?

### 3. How you plan on competing or working with brick-and-mortar (regular) restaurants?

- What is your competitive advantage?

### 4. The design of your truck (there is an outline on the following page if you would like draw and design it, but also feel free to write about it)

- Think effectiveness and efficiency!
- What do you want it to look like when people come up to your truck?

### 5. How you will market your food truck?

- Events, location, promotions, social media, etc....

