



The Food Truck Startup: Start Your Own Food Truck - Leave the Corporate World Behind (Food Truck Startup Series)

Andrew Moorehouse

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The amazing food truck phenomenon is rapidly growing and has radically changed the career paths of many individuals for the better! But these mobile entrepreneurs didn't get successful overnight. There is significant planning involved before even purchasing a truck! This Food Truck Startup answers the most important issues when it comes to starting a food truck. Don't invest too much in the food truck business until you read this book! Explore the mindset and personal requirements needed to survive in this industry. Find out what works and how to avoid potential obstacles when starting out AND after you're established! The Food Truck Startup covers important legal, technical and logistical issues when it comes to starting your own food truck. What's Inside The Book: * The TOP Reasons to Start a Food Truck * How to Write an EFFECTIVE Business Plan * Generating FREE Startup Capital Through Crowdsourcing * Menu Planning Advice * How to Hire Employees * Tips for Buying a Food Truck * Effective Marketing and Design * Managing CASH FLOW and OPERATING EXPENSES * How to Survive the FIRST Two Years ...And More! The inspiration you need to get started is in The Food Truck Startup! Build up your business while you still have a job!

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