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Rich Mintzer

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Rich Mintzer : Start Your Own Food Truck Business: Cart bull; Trailer bull; Kiosk bull; Standard and Gourmet Trucks bull; Mobile Catering bull; Bustaurant (StartUp Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Start Your Own Food Truck Business: Cart bull; Trailer bull; Kiosk bull; Standard and Gourmet Trucks bull; Mobile Catering bull; Bustaurant (StartUp Series):

5 of 5 people found the following review helpful. Great read for the serious!By Rachel P.This book is great if you're considering a food truck of some sort. It is extremely detailed in explaining the necessary steps for opening your own business. This will help you think of things you had not considered in your journey such as expenses, materials,

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Start Your Own Food Truck Business and Satisfy Your Hunger for SuccessAt over a billion dollars, the mobile food industry is enjoying more publicity and notoriety than ever before. Catering to a new generation of foodies looking for quick and unique specialties, the mobile food business is booming with new opportunities for eager entrepreneurs like you. From gourmet food to all-American basics and hot dog wagons to bustaurants, our experts give you the delicious details behind starting and running a successful mobile food business. This guide covers: Six of the hottest mobile food options: food carts, concession trailers, kiosks, standard and gourmet trucks, mobile catering, and bustaurants Identifying the perfect foodie niche and customer base Creating menu items that save time, money, and space in the kitchen Finding a profitable location, time and time again Attracting new and loyal customers with social media platforms like Instagram, Facebook, and Twitter Managing daily operations, costs, and setting prices Licenses, codes, regulations, parking, and other considerations Plus, gain recipes, shopping lists, favorite equipment buys and more from practicing food truck entrepreneurs. From choosing a vehicle to franchising and everything in between, learn what you need to know to get your business moving toward success!

About the Author For more than 30 years, Entrepreneur Media has been setting the course for small business success. From startup to retirement, millions of entrepreneurs and small business owners trust the Entrepreneur Media family — Entrepreneur magazine, Entrepreneur.com, Entrepreneur Press, and EntrepreneurEnEspañol.com — to point them in the right direction. The Entrepreneur Media family is regarded as a beacon within the small to midsized business community, providing outstanding content, fresh opportunities, and innovative ways to push publishing, small business, and entrepreneurship forward. Rich Mintzer is an expert in making complicated topics reader-friendly, including business, technology and environmental concerns. He has written more than 45 nonfiction books on a wide range of topics. He has also spent 20 years as a magazine journalist and the past several years writing and producing web content. Mintzer lives in Mount Kisco, NY.