



Running a Food Truck For Dummies¹

Richard Myrick

The easy way to drive your food truck business to success

A new generation of street food lovers are lining up at food trucks and food carts². Though the idea is a long-standing part of American and world culture, the street food industry has never enjoyed so much popularity or publicity. With lower start-up costs than traditional "store front" restaurants, food trucks offer a unique opportunity to entrepreneurs in a business climate where credit is tight³ and capital is scarce⁴. In *Running a Food Truck For Dummies*, you'll get all the delicious details needed to start your own food truck business quickly, affordably⁵, and successfully.

Whether you're one for the nearly 3 million owners and operators of existing food truck businesses or a chef, foodie, or gourmand interested in starting your own mobile restaurant endeavor, *Running a Food Truck For Dummies* helps you find your food niche, follow important rules of conducting business on the road, outfit⁶ your moving kitchen, meet safety and sanitation requirements, and much more.

- Help starting and creating a business plan
- Advice on creating a mobile menu, choosing and outfitting a vehicle, setting prices, and hiring⁷ help
- Everything you need to know about licenses, permits, zoning, parking, and other considerations
- Coverage of using Social Media advertising, such as Facebook and Twitter, to market your food truck business

From choosing and outfitting a business vehicle to franchising and everything in between, *Running a Food Truck For Dummies* shows foodies everything they need to know to get their business moving toward success!

<http://dummies.com/store>

"Book written by Richard Myrick, 360 pages, August 2012, US\$ 22.99".

¹ "For Dummies" : "pour les Nuls"

² Carts : chariots

³ Tight : (ici) dur à obtenir

⁴ Scarce : rare

⁵ Affordably : à un coût abordable

⁶ To outfit : équiper

⁷ Hiring : embaucher

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