

# Starting a Food Truck Business

## *A Little Crash Course on What You Can Expect*

by Frank Fleming



Let me just start by saying that having your own food truck business is a fantastic and highly lucrative idea – doing something you love and being your own boss – it's a dream come true for many people. But before you jump in with both feet, there's a few crucial things to consider.

Building a profitable food truck business isn't something you do lightly. It takes a lot of blood, sweat and tears, as they say. You have to really desire it and really set your heart on it; be willing to work long hours (10 or more a day).

Even more than that, you need to stand out by having a unique twist on your menu – something different from your competitors that still appeals to the local tastes of your customer base.

Sure, you can sell hamburgers and hot dogs, but they have to be as good, if not better, than the next guy's. While sticking with traditional fast foods will require you to really bring your 'A-Game' and pull out all the stops when it comes to creativity and uniqueness, it also practically guarantees that you'll have a never-ending line of hungry customers.

Yet for many, one of the most exciting aspects of having your own mobile gourmet restaurant is the ability to really do something special – go 'all out' and venture into new territories of on-the-go with dining your customers never dreamed possible from a street vendor.