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Author David Weber, a food truck advocate and entrepreneur himself, is here to

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offer his practical, step-by-step advice to achieving your mobile food mogul dreams in The Food Truck Handbook. This book cuts through all of the hype to give both hopeful entrepreneurs and already established truck owners an accurate portrayal of life on the streets.

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Operating a food truck is much more than just making delicious food. It is about finding the right vehicle, acquiring necessary legal permissions, choosing your staff and finally identifying locations to maximise sales. Take for example the case of Delhi-based Dosa Inc, a food truck business started by Jyoti and her husband Satya in 2012.

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The Food Truck Handbook: Start, Grow, and Succeed in the Mobile Food Business Complete. Food trucks have become a wildly popular and important part of the hospitality industry. Consumers are flocking to these mobile food businesses in droves, inspiring national food truck competitions and even a show dedicated to the topic on The Food Network. The relatively low cost of entry as compared to starting a restaurant, combined with free and low-cost ways to market them to the masses via platforms ...

Food Truck Handbook: Start, Grow, and Succeed in the ...

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The Food Truck Handbook: Start, Grow, and Succeed in the Mobile Food Business - Kindle edition by Weber, David. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading The Food Truck Handbook: Start, Grow, and Succeed in the Mobile Food Business.

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The Food Truck Handbook offers step-by-step advice on achieving your mobile food mogul dreams. From concept development to gaining a loyal following to preventative maintenance on your equipment, this book covers everything you need to know about starting and running a successful food truck business, including:

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Start compiling your food truck handbook with a basic outline, and jot down some notes. The following list contains some of the standard items included in many employee handbooks: Welcome letter. History of the company. Organizational chart of the company. Statement of Equal Opportunity Employment.

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The Food Truck Handbook: Start, Grow, and Succeed in the ...

The Food Truck Handbook: Start, Grow, and Succeed in the Mobile Food Business. This 288-page paperback is a treasure for anyone who considers starting a food truck business. It covers the good, the bad, and the ugly sides of the trade, so it can help those who are still thinking about making an informed decision.

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