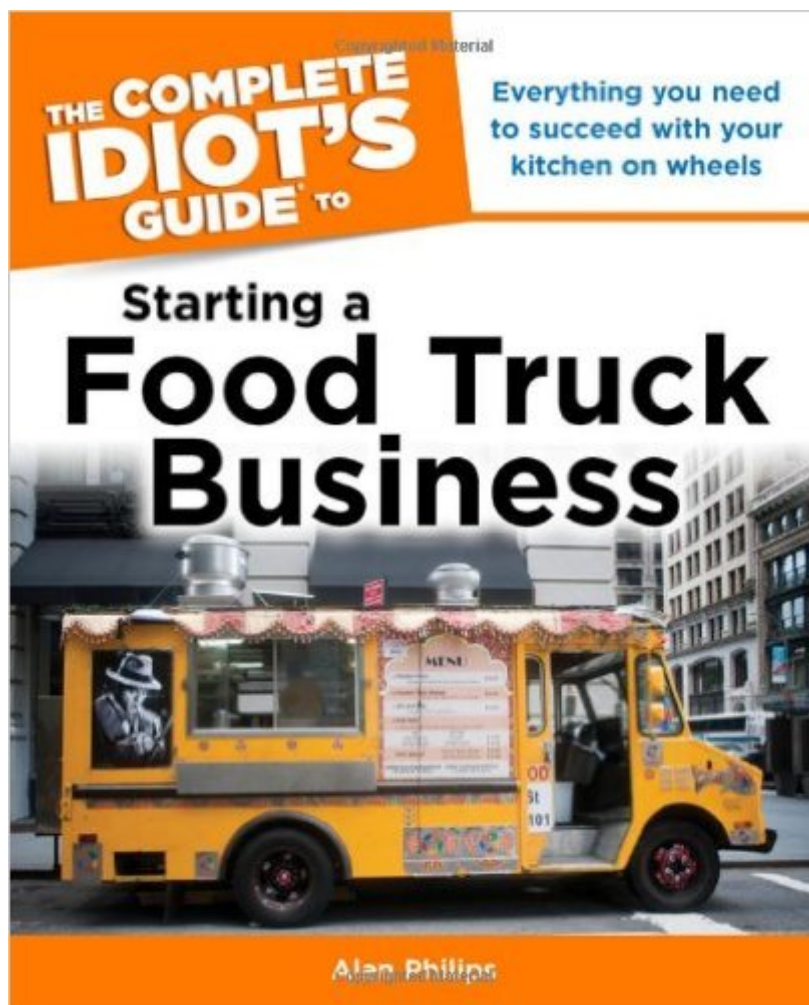


The book was found

The Complete Idiot's Guide To Starting A Food Truck Business (Complete Idiot's Guides (Lifestyle Paperback))



Synopsis

Everything readers need to know to start up and operate a wildly popular mobile food business
Includes crucial marketing expertise from a successful food truck entrepreneur

Book Information

Series: Complete Idiot's Guides (Lifestyle Paperback)

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Average Customer Review: 4.4 out of 5 stars See all reviews (38 customer reviews)

Best Sellers Rank: #57,788 in Books (See Top 100 in Books) #31 in Books > Business & Money > Industries > Restaurant & Food #36 in Books > Business & Money > Industries > Service #88 in Books > Business & Money > Industries > Hospitality, Travel & Tourism

Customer Reviews

This book really covers everything you need to know about starting a food truck business. Trust me, I have searched far and wide for the useful and easy to understand information that is contained in this one book. I have been thinking of starting a food truck business with a friend so we have been researching the subject for a while. This is like the bible for people who are not only thinking of starting a food truck business but also contains great information for people who are already in the business. It is an easy, enjoyable and informative read. It really makes you respect what people in the business have to deal with.

Don't be an idiot read this very well written presentation along with others to gain insight to prevent basic mistakes, force you to challenge issues you might otherwise step over and cost you later in poor results!

I thought this was a good read. It was very informative, and flowed nicely.... I do wish there were more illustrations of things such as potential truck/cart layouts.

I will be retiring eventually and am looking into business ventures, after reading this book I think that running a food truck may be in my future. I have recommended this to other folks who are retiring soon, but they live in different parts of the country than I do. Job well done!

It's a great book. I totally recommend it. Although, I miss more info about how to built the truck. The author is writting to an american public. I'm from south america and thera are not people specialized at it. That's just a recommendation. Alan Philips did a GREAT job in this book.

I was suggested this book by a friend, after mentioning the desire to start my own food truck business . I have read the book from cover to cover and keep this book on my desk at all times. It has helped me to not only understand the fundamentals about what it takes to start my food truck business, it has also helped me get started on the road to starting my dream. The author writes brilliantly and the book is filled with useful facts and information about rules, regulations, marketing tips, and start up costs. The layout is easy to follow and the writing is actually fun to keep up with. This book has literally helped me in area after area and I have been able to reference the book at every step. It has been amazing to have the book at a guide and and blue print to help guide me. In addition, although the book is filled with so much information and facts it is also an enjoyable read. I love this book and would recommend it to anyone who has a passion for food and would ever consider starting their own food truck business.

Was not helpful or very realistic....says you need a minimum of \$50,000 to \$100,000 to buy or build a food truck.....hmmmm bs. I built one fully loaded for \$20,000 and have seen people do it for \$10 to \$12,000.

This book has so much information in it. Everything you could would want to know and a ton of things you may never have thought about. I would highly recommend this book to anyone who wants to know about food trucks before they buy one. Save a ton of money by reading this book so you don't make big, costly mistakes.

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