

Food Truck Viability



BECK

PRACTICUM

DAVID

LOCAL GOVERNMENT





Overview

- ▶ According to a 2012 forecast by Intuit Inc., the food truck industry is projected to account for 2.7 billion in food revenue in 2017.
- ▶ What do we worry about? Entrepreneurship, preserving public health.
- ▶ According to the Bureau of Labour Statistics, counties that have experienced higher growth in mobile-food services have also had quicker growth in their restaurant and catering businesses.



Goals

- ▶ Revitalize First Friday's in Watkinsville through the use of food trucks
- ▶ Use food trucks as a means to build relationships with existing brick and mortar restaurants that increases their brand awareness, profits, and traffic
- ▶ Ultimately, increase tourism to Watkinsville through the use of delicious food trucks



Strengths

- ▶ New customer base during First Fridays
- ▶ Increased variety of food options
- ▶ Adds another layer to First Friday's that people can expect on a monthly basis – they are fun!
- ▶ Food trucks are easily marketable (pictures, videos, tastings)
- ▶ Mobility/food is brought to consumers/face-to-face connections



Weaknesses

- ▶ Unknown how food trucks will truly affect restaurant business until implemented
- ▶ Assigning permits and general HR logistics for safe execution of food trucks in First Fridays
- ▶ Limited menu options at each truck
- ▶ Lack of brand awareness



Opportunities

- ▶ Collaborate with local restaurants to make a dinner and drink package
- ▶ Increased exposure via social media
- ▶ Energetic, young crowd
- ▶ Build potentially mutually beneficial long-term relationships with food truck owners
- ▶ Tax revenue
- ▶ "Artland of Georgia"



Threats

- ▶ The Health Department
- ▶ Disgruntled restaurant managers
- ▶ Bringing in different options throughout the year

