Food Truck Viability

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LOCAL GOVERNMENT

PRACTICUM
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