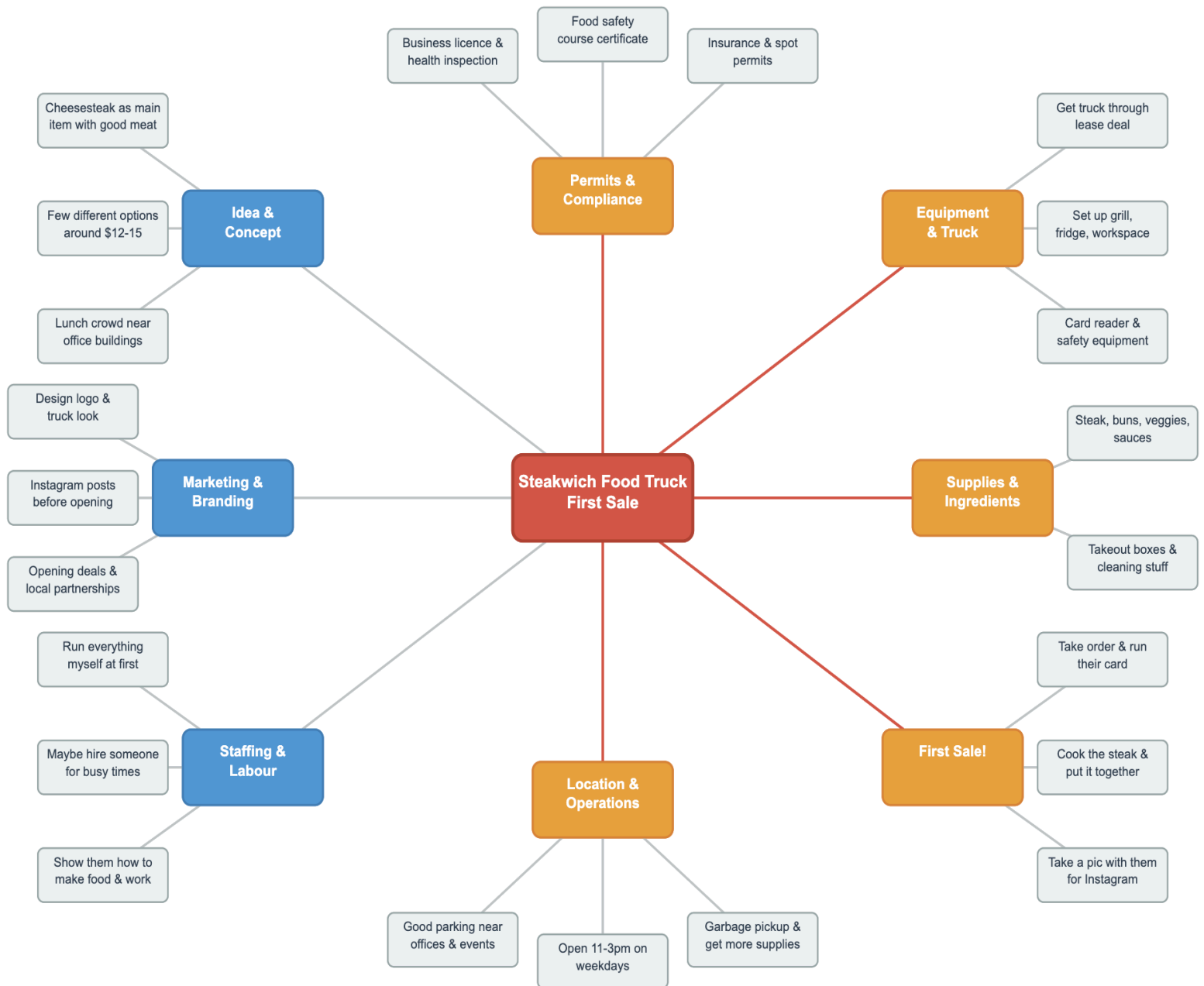


## Part A



### Key:



Central goal



Critical steps



Supporting tasks



Specific tasks

## **Reflection**

Launching a food truck involves way more moving parts than I initially thought. The most challenging aspect is probably coordinating all the permits and legal requirements because they have specific timelines and you can't really rush government processes. Managing the initial budget would also be tough since there are so many upfront costs before you make any revenue - the truck itself, equipment, initial inventory, permits, insurance, and marketing all add up quickly. Another challenge is figuring out the right location and operating hours, which requires understanding your target market and local competition. Overall, the biggest challenge seems to be maintaining quality and consistency while managing all the operational details, especially when you're just starting out and probably doing most of it yourself.

## **Part B**

1. Which permits or approvals could delay your launch?

The health inspection process seems like it could really slow things down since you have to wait for an inspector to actually come out and check everything. Also, the food handler certification might take a few weeks to complete if you need to do the course and pass the test. City permits can be tricky too because different municipalities have their own regulations, and if there's any back and forth with paperwork or corrections needed, that could push the timeline back significantly.

2. What supplies are absolutely essential for your first day?

This would include core ingredients such as beef, bread, and basic toppings like lettuce, tomatoes, and cheese. Additionally, you need packaging because customers need to actually take their food with them. Cleaning supplies are quite critical too since you need to maintain health standards throughout the day.

3. How could you start marketing before your first sale?

Social media would probably be the most cost-effective way to build some buzz early on. Creating an Instagram or TikTok account to show the truck being set up or teasing the menu could get people interested before you even open. You could also partner with local businesses or events to let people know you're coming soon. Maybe even offering a "grand opening" discount or free sample promotion could be advertised ahead of time to draw in that first wave of customers.

4. Which costs or tasks might be underestimated?

Insurance costs could be higher than expected, especially for a mobile food business. The ongoing supply restocking is another thing that might add up quickly as it's not just a one-time purchase. Training staff properly takes time and possibly money if you need to pay them during training days before you're even making sales. Also, the truck design and branding (logo, wraps) could end up being more expensive than initially budgeted if you want it to look professional and attract more customers.

5. What is the most critical factor to get right for your first sale?

The quality and consistency of the actual steakwich has to be spot on because that first impression is everything. If the first few customers don't like what they're eating, word-of-mouth could kill the business before it even gets going. You can have a great location and fast service, but if the food isn't good, none of that really matters. Getting the recipe right and making sure every sandwich tastes the same is probably the most important thing to focus on for that first sale.