

## GOVERNMENT COLLEGE OF ENGINEERING [IRTT]



**ERODE: 638 316**

**Electrical and Electronics Engineering**

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**TEAM ID: NM2023TMID04009**

**SB8056-DIGITAL MARKETING**

**PROJECT DOMAIN : DIGITAL MARKETING**

**PROJECT TITLE : How to Create Brand Name, Brand Mail and  
Brand Logo in canva**

**BRAND NAME: TASTY TROTTERS**

**CATEGORY: FOOD TRUCK**

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**GOVERNMENT COLLEGE OF ENGINEERING (Formerly IRTT)**  
**ERODE-638 316**



**BONAFIDE CERTIFICATE**

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# ABSTRACT

Tasty Trotters Food Truck is more than just a mobile eatery; it's an experience. With our brand, we aim to transport our customers on a culinary journey that ignites their taste buds and leaves them craving for more. Our brand's motto, "Savor the Journey," encapsulates the essence of what we offer – a delightful exploration of diverse and delectable flavors. Our logo, with its eye-catching food truck imagery and vibrant colors, mirrors the excitement and satisfaction that our food brings to our patrons. Join us in savoring the journey of taste, where every bite is an adventure. "Tasty Trotters" is a delightful food truck .It offers a diverse culinary journey that blends flavors from around the world. From sizzling street food favorites to gourmet fusion dishes, brings a unique and mouthwatering experience to your taste buds. Explore their menu and embark on a delicious adventure with every visit.

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# 1.INTRODUCTION

## 1.1 Project Overview

Tasty Trotters Food Truck is a culinary adventure on wheels, bringing the world of flavors to your doorstep. With our eye-catching food truck and delectable offerings, we aim to delight your taste buds and leave you craving more. Our brand email, [zarabkabiniv@gmail.com](mailto:zarabkabiniv@gmail.com), is your gateway to stay in touch with us.

Our logo, designed in Canva, captures the essence of our brand a mobile kitchen that symbolizes excitement and the joy of exploring new tastes. Join us on this flavorful journey and savor the experience of Tasty Trotters Food Truck.

1. Chef's Specialties: Highlight signature dishes or daily specials created by our talented chef.
2. Fresh Ingredients: Emphasize our commitment to using the freshest and locally sourced ingredients.
3. Cultural Fusion: Mention our unique fusion of international and local flavors.
4. Food Truck Locations: Describe our regular locations or routes where customers can find us.
5. Community Engagement: Explain how we engage with the local community and events.
6. Catering Services: Mention our catering options for private events and gatherings.
7. Online Ordering: Indicate our user-friendly online ordering system.
8. Social Media Presence: Promote our active social media presence for updates and promotions.
9. Customer Reviews: Share positive reviews and feedback from satisfied customers.
10. Eco-Friendly Practices: Highlight our efforts in using sustainable and eco-friendly practices.
11. Allergen Information: Provide transparency on allergen information for customers with dietary restrictions.
12. Seasonal Menu: Mention the rotation of our menu items to embrace seasonal ingredients.

13. Food Hygiene Standards: Assure customers of our adherence to top-notch food safety standards.
14. Payment Options: Detail the various payment methods we accept, including online and card payments.
15. Food Truck Events: Inform about upcoming events or collaborations with other businesses.
16. Loyalty Programs: Share information about loyalty rewards and discounts for frequent customers.
17. Customizable Orders: Mention the option to customize orders according to personal preferences.
18. Food Truck Merchandise: If applicable, advertise branded merchandise available for purchase.
19. Story Behind the Brand: Share a brief backstory of how Tasty Trotters Food Truck was founded.
20. Sustainability Initiatives: Discuss any sustainability initiatives, such as recycling or reducing food waste, that our brand actively supports.

## **1.2 Purpose**

1. Culinary Innovation: Explore how Tasty Trotters aims to innovate and redefine traditional food truck offerings by incorporating diverse and unique flavors.
2. Community Connection: Emphasize the project's objective of establishing a strong connection with the local community by participating in events and collaborating with nearby businesses.
3. Customer Convenience: Explain how the food truck addresses the convenience needs of customers, offering accessible and high-quality meals on the go.
4. Brand Recognition: Highlight the importance of creating a brand identity that customers can trust and rely on for quality and flavor.

5. Market Opportunity: Analyze the market research that drove the decision to launch Tasty Trotters and identify gaps in the culinary scene that the food truck fills.

6. Entrepreneurship: Discuss the entrepreneurial spirit that drives the project, including the determination to overcome challenges and create a successful business.

7. Sustainability Commitment: Elaborate on the project's commitment to sustainability, including efforts to reduce environmental impact through eco-friendly practices.

8. Growth Potential: Present a vision for the growth and expansion of Tasty Trotters in the future, potentially including additional food trucks or brick-and-mortar locations.

9. Customer Satisfaction: Share plans for ensuring customer satisfaction through top-notch service and delicious, memorable food experiences.

10. Digital Presence: Explain the importance of an online presence, including a website and active social media accounts, in reaching a wider customer base.

11. Competitive Edge: Describe how Tasty Trotters differentiates itself from competitors, whether through menu diversity, quality, or unique branding.

12. Economic Impact: Discuss the project's role in contributing to the local economy through job creation and support for local suppliers.

13. Marketing Strategy: Outline the marketing strategies employed, such as promotions, partnerships, and customer engagement.



14. Data and Analytics: Mention the use of data and analytics to make informed decisions and track customer preferences.

15. Challenges and Solutions: Address the challenges faced in launching and operating a food truck business and provide solutions implemented.

16. Customer Testimonials: Include quotes or feedback from satisfied customers to highlight the project's positive impact.

17. Legal and Regulatory Compliance: Explain how Tasty Trotters adheres to food safety regulations and licensing requirements.

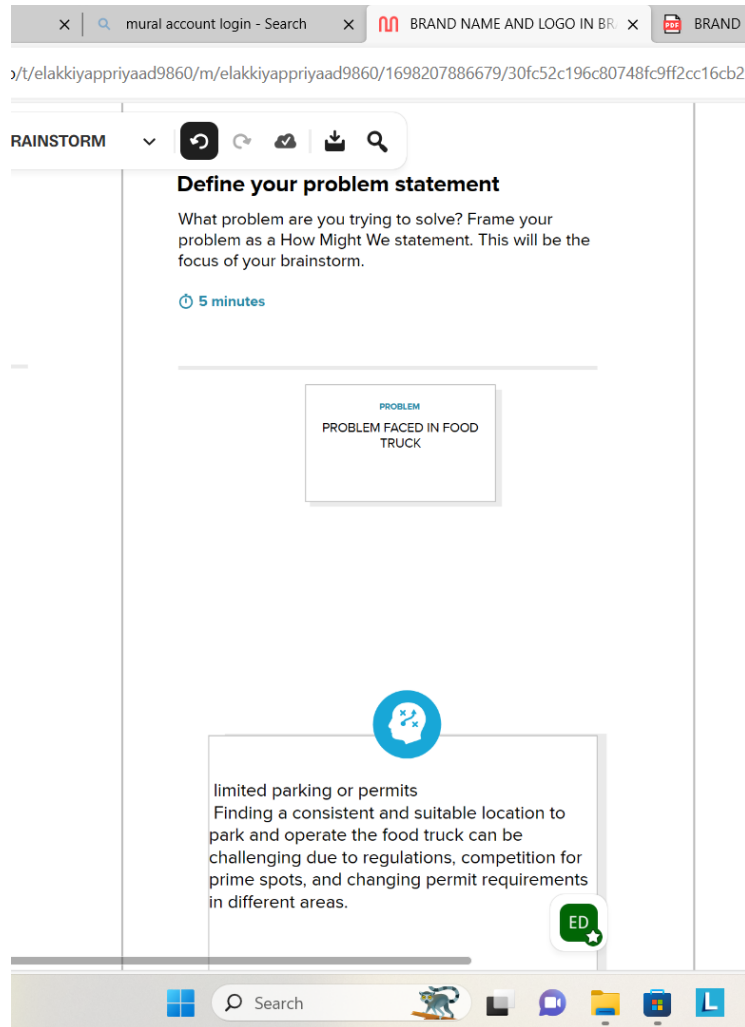
18. Financial Projections: Provide financial projections, including revenue expectations and investment requirements for future growth.

19. Future Initiatives: Share any upcoming initiatives or projects that align with the long-term vision of Tasty Trotters.

20. Conclusion and Impact: Summarize the report, emphasizing the project's impact on the local culinary scene and the community it serves.

## 2. BRAINSTORMING AND IDEATION PHASE

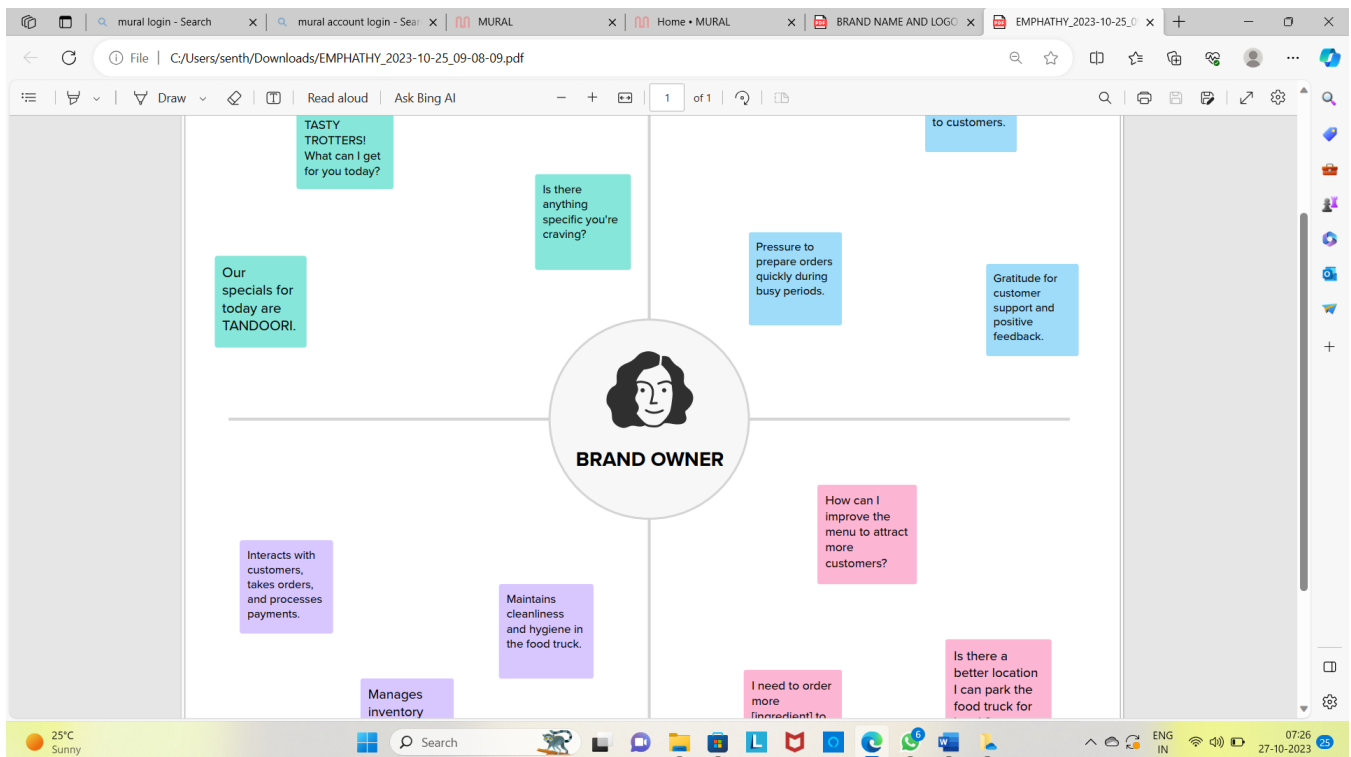
### 2.1 Problem Statement and Understanding



Tasty Trotters Food Truck, with its distinctive brand name, email address ([zarabkabiniv@gmail.com](mailto:zarabkabiniv@gmail.com)), and engaging logo created on Canva, embarks on a project aimed at tackling multifaceted challenges. These challenges encompass fierce competition in the food truck industry, location selection dilemmas, navigating complex permitting and regulations, weather dependency for operations, maintaining a steady supply chain, building a robust online and offline presence, ensuring consistent quality and customer satisfaction, cost management, and embracing environmental sustainability. Tasty Trotters' vision and strategy involve innovative problem-solving and customer-centric solutions to flourish in the mobile culinary world, making it an enticing and resilient venture.

## 2.2 Empathy Map Canvas

1. Title: "Tasty Trotters Food Truck - Empathy Map"
2. Sections: Personas with Quotes, Thoughts/Feelings, Observations, Feedback, Pain Points, Gains.
3. Visual Elements: Use Canva to add images and icons to make the empathy map engaging and informative.



## 2.3 Brainstorming and Ideation Phase

The screenshot displays the MURAL collaborative workspace interface. The top section, titled "Brainstorm", includes a timer for 10 minutes and a tip: "You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!".

The first board, titled "BRINDHASRI B", contains four sticky notes:

- Opt for a modern and friendly font that conveys a sense of warmth and approachability, reflecting the brand's commitment to community welfare and support.
- Experiment with a color scheme that combines earthy tones and vibrant hues, symbolizing the freshness, sustainability, and vitality of food.
- Consider incorporating an illustrative element like a stylized food basket or a heart, emphasizing the brand's core values of nourishment, compassion, and community engagement.
- Develop an email template that integrates impactful imagery of food drives, community events, and testimonials, fostering a sense of connection and empathy with the recipients.

The second board, titled "KARISHMA S", contains two sticky notes:

- Utilize a responsive layout that ensures optimal viewing across various devices, delivering a seamless and engaging communication experience for the audience.
- Implement a compassionate and informative tone in the content, highlighting the brand's initiatives, upcoming programs, and success stories in the realm of food assistance and community empowerment.

The bottom section shows another collaborative board with two columns:

**ABIRAMI S**

- Craft a logo that combines elements like a stylized food basket, a caring hand, and a heart, representing the brand's commitment to nourishing and supporting the community with love and compassion.
- Select a color palette that blends warm and inviting tones, evoking feelings of care, hope, and positivity associated with the act of giving and sharing food resources.
- Ensure the logo is versatile, scalable, and easily recognizable, making it suitable for application across digital platforms, print materials, and promotional merchandise.

**NIVEDITHA V**

- Incorporate a stylized illustration of a food truck or a tasteful graphic element, capturing the essence of mobile culinary exploration and gastronomic delights.
- Utilize a dynamic and animated layout that brings the essence of the food journey to life, encouraging recipients to embark on a flavorful and immersive culinary adventure.
- Develop a logo that combines elements like a stylized food truck, a globe, and a vibrant palette, embodying the brand's global culinary exploration and its commitment to bringing diverse flavors to the world.

The interface includes a sidebar on the right with a "Group" section and a "focusing on fonts, color and illustrations" section. The bottom status bar shows the date as 27-10-2023 and the time as 07:03.

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### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

**TIP** You can select a sticky note and hit the pencil icon to start drawing!

**TIP** Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

**Priority:** Your team moving forward ideas are 20 min.

**RISHMA S**

Utilize a responsive layout that ensures optimal viewing across various devices, delivering a seamless and engaging communication experience for the audience.

ment a onate and s tone in the plighting the intentions, programs, and es in the realm audience and empowerment.

**EDITHA V**

Utilize a dynamic and

focusing on trendy fonts, color themes, and illustrations that reflect the brand's adventurous and community-driven culinary identity.

depicts the development of the brand mail, emphasizing the integration of captivating visuals, interactive layouts, and engaging content that resonate with the brand's emphasis on immersive and flavorful culinary experiences.

showcasing the conceptualization and design process for the brand logo "Caravan Food," highlighting the incorporation of a stylized food truck, a globe, and vibrant colors that encapsulate the essence of Taste Trotters' global culinary journey and diverse food offerings.

illustrating the strategic integration of the Brand Name "Taste Trotters," Brand Mail, and Brand Logo "Caravan Food," emphasizing their cohesive representation of a trendy, adventurous, and community-oriented culinary venture.

focusing on ensuring visual consistency across the brand's elements, such as

truck, a globe, and vibrant colors that encapsulate the essence of Taste Trotters' global culinary journey and diverse food offerings.

illustrating the strategic integration of the Brand Name "Taste Trotters," Brand Mail, and Brand Logo "Caravan Food," emphasizing their cohesive representation of a trendy, adventurous, and community-oriented culinary venture.

focusing on ensuring visual consistency across the brand's elements, such as font usage, color schemes, and design styles, to maintain a cohesive and engaging brand identity throughout all marketing materials and

highlighting the importance of market testing and feedback loops to gather insights and refine the brand strategy, ensuring that "Taste Trotters - Caravan Food" continues to evolve and resonate with its target audience in the dynamic and competitive culinary landscape.

**Import:** If each o tasks co done with difficulty which wo the most impa

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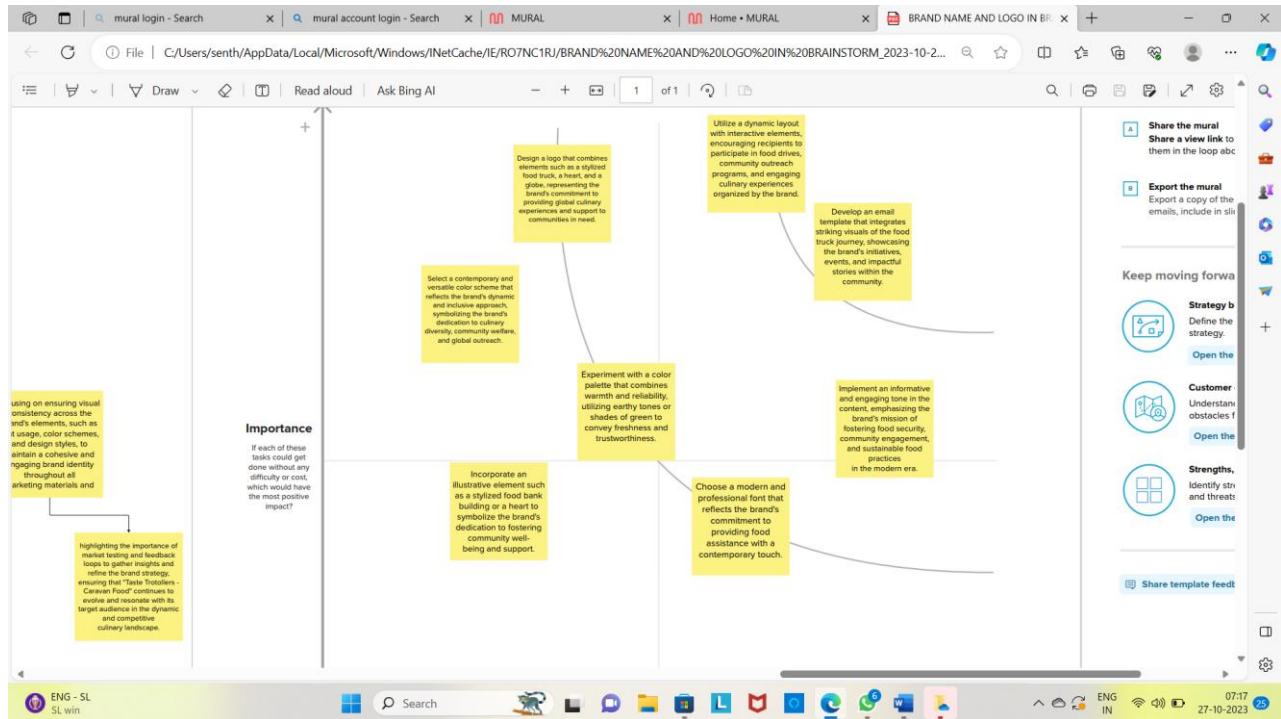
File | C:/Users/senth/AppData/Local/Microsoft/Windows/NetCache/IE/ZHPHEAU/BRAND%20NAME%20AND%20LOGO%20IN%20BRAINSTORM\_2023-10-2... | Read aloud | Ask Bing AI | 1 of 1

**EDITHA V**

Utilize a dynamic and animated layout that brings the essence of the food journey to life, encouraging recipients to embark on a flavorful and immersive culinary adventure.

op a logo that i elements like a od truck, a globe, vibrant palette, ing the brand's linary exploration commitment to jng diverse to the world.

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### 3.RESULT

Final findings(output) of this project along with screenshots.





## 4.ADVANTAGES & DISADVANTAGES

### ADVANTAGES:

1. Mobility: The food truck's mobile nature allows for flexibility in reaching diverse customer bases and exploring new markets.
2. Lower Overhead: Operating costs are generally lower compared to traditional brick-and-mortar restaurants, enabling more competitive pricing.
3. Unique Offerings: Tasty Trotters can experiment with creative and unique menu items, distinguishing itself from competitors.
4. Customer Engagement: Interacting directly with customers at various locations fosters strong relationships and loyalty.
5. Community Presence: Participating in local events and festivals enhances the food truck's community presence and brand recognition.
6. Quick Service: The food truck offers faster service, ideal for customers with limited time for meals.
7. Social Media Marketing: Utilizing social media for promotion allows for cost-effective marketing and broadening the customer base.
8. Seasonal Adaptability: The project can adapt its menu seasonally, capitalizing on trending tastes and ingredients.
9. Innovative Concepts: Tasty Trotters can easily test innovative culinary concepts without committing to a permanent location.
10. Revenue Streams: Besides food sales, potential revenue streams include catering and merchandise, diversifying income sources.

## **DISADVANTAGES:**

1. Weather Dependency: The project is vulnerable to adverse weather conditions, leading to fluctuations in sales.
2. Location Uncertainty: Choosing the right locations for the food truck can be challenging and affect daily customer traffic.
3. Competition: The food truck industry is highly competitive, with new entrants continually emerging.
4. Regulatory Hurdles: Navigating complex food truck regulations, permits, and health inspections can be time-consuming.
5. Limited Space: The confined kitchen space can limit the range and complexity of menu offerings.
6. Supply Chain Challenges: Ensuring a steady supply of fresh ingredients can be logistically complex.
7. Operational Costs: Controlling costs while maintaining quality is an ongoing challenge for profitability.
8. Customer Volume: The food truck's limited capacity can lead to long wait times during peak hours.
9. Maintenance: Frequent maintenance and vehicle-related issues can disrupt daily operations.
10. Scaling Complexities: Expanding to multiple trucks or brick-and-mortar locations poses logistical and management challenges.

## 5.APPLICATIONS

1. Corporate Events: Tasty Trotters can cater to corporate functions, offering a unique and flavorful dining experience for employees and clients.
2. Weddings and Receptions: The food truck adds a trendy and fun element to wedding catering, providing diverse menu options for guests.
3. Festivals and Fairs: Participating in local festivals and fairs provides a platform for reaching a broad audience and showcasing culinary creativity.
4. Street Markets: Joining street markets and food festivals allows Tasty Trotters to engage with local food enthusiasts and make an impact in the community.
5. Food Truck Rallies: Participating in food truck rallies and events amplifies brand visibility and competition in the mobile food industry.
6. Corporate Partnerships: Collaborating with local businesses to offer special discounts or promotions can attract new customers and foster partnerships.
7. Delivery Services: Expanding into food delivery services or partnerships with third-party delivery platforms broadens accessibility to a wider audience.
8. Food Subscription Boxes: Creating subscription-based meal kits or specialty food items for customers to enjoy at home can be a supplementary revenue stream.
9. Pop-Up Collaborations: Partnering with other local businesses or chefs for pop-up events offers fresh and exciting culinary experiences.
10. Educational Workshops: Hosting workshops or events to educate the community about cooking, sustainability, or cultural cuisine can foster community engagement and brand loyalty.

## 6.CONCLUSION

In conclusion, Tasty Trotters Food Truck, with its compelling brand name, brand email (zarabkabiniv@gmail.com), and enticing logo crafted through Canva, has navigated a complex journey to redefine mobile culinary experiences. This project not only symbolizes a passion for delicious food but also a commitment to overcoming the challenges of the dynamic food truck industry. By strategically addressing competition, location selection, regulatory hurdles, and weather dependencies, Tasty Trotters has demonstrated resilience and innovation. As the wheels of Tasty Trotters continue to turn, this project stands as a testament to culinary creativity, community engagement, and the pursuit of customer satisfaction. Its unique advantages, coupled with a firm acknowledgment of the disadvantages, underscore the project's potential. With applications ranging from corporate events to educational workshops, Tasty Trotters Food Truck's journey promises to be one of diverse culinary experiences, community connections, and flavorful success in the mobile food industry.

## 7.FUTURE SCOPE

- 1.Expansion: Explore the possibility of adding more food trucks to cover a wider geographic area or establishing a permanent brick-and-mortar location.
2. Franchise Opportunities: Investigate the potential for offering franchise opportunities to budding entrepreneurs interested in the Tasty Trotters concept.
3. Menu Diversification: Continuously expand the menu to introduce seasonal specials, new cuisines, and unique dishes to cater to evolving customer tastes.
4. Sustainability Initiatives: Strengthen the project's commitment to environmental sustainability by implementing eco-friendly practices and sourcing local, sustainable ingredients.
5. Online Ordering Platform: Develop a user-friendly mobile app or website for online orders and delivery, enhancing accessibility for customers.
6. Collaborations and Partnerships: Seek collaborations with local food producers, breweries, and other businesses to introduce collaborative events and promotions.
7. Food Truck Events: Organize and host exclusive food truck events, creating a buzz around the Tasty Trotters brand.
8. Market Expansion: Investigate opportunities to enter new markets, such as food truck rallies in neighboring cities or regions.
9. Catering Services: Further promote and enhance catering services for corporate and private events, increasing the revenue stream.
10. Customer Loyalty Programs: Develop customer loyalty programs, offering

discounts and incentives for returning customers.

11. Food Innovation Labs: Invest in a food innovation lab for research and development of unique and signature dishes.

12. Educational Initiatives: Establish culinary workshops and programs to educate customers about food, cooking techniques, and cultural cuisine.

13. Data Analytics: Implement data analytics to gain insights into customer preferences and improve menu offerings and marketing strategies.

## **8. PROJECT SCOPE AND OBJECTIVES**

### **PROJECT SCOPE:**

1. Culinary Focus: The project's scope centers on establishing and operating a mobile food truck, "Tasty Trotters," specializing in a diverse range of high-quality cuisine.
2. Location Mobility: Tasty Trotters will operate in various locations, providing accessibility to a broad customer base in urban and suburban areas.
3. Menu Variety: The project scope encompasses a menu that includes street food favorites, gourmet creations, and fusion dishes, with a focus on offering something for everyone.
4. Community Engagement: Tasty Trotters aims to actively engage with the local community, participating in events, markets, and festivals to foster brand recognition and customer loyalty.
5. Operational Flexibility: The project offers operational flexibility to adapt to changing customer preferences, seasonal ingredients, and market demands.
6. Sustainability Commitment: Embracing eco-friendly practices, the project aims to minimize its environmental footprint, such as reducing waste and sourcing sustainable ingredients.
7. Online Presence: Tasty Trotters will have a prominent online presence through a

user-friendly website and active social media channels to connect with a broader customer base.

8. Partnerships and Collaborations: The project scope includes exploring partnerships with local businesses and collaborators to enhance brand visibility and introduce special promotions.

9. Catering Services: Tasty Trotters will extend its services to cater corporate events, private gatherings, and special occasions, offering a versatile catering option.

10. Innovation and Adaptability: The project's scope emphasizes innovation and adaptability, allowing for the continuous improvement of menu items and services to meet customer expectations.

## **OBJECTIVES:**

1. Customer Satisfaction: The primary objective is to ensure a high level of customer satisfaction through exceptional food quality and service.

2. Brand Recognition: To establish Tasty Trotters as a recognizable and reputable food truck brand in the target market.

3. Revenue Growth: Achieve steady revenue growth through increasing customer visits, catering services, and partnerships.

4. Community Integration: Actively engage with the local community, forging strong connections through participation in local events and supporting community initiatives.



5. Sustainability Commitment: Implement sustainable practices to reduce the project's environmental impact and promote awareness of eco-friendly dining.
6. Operational Efficiency: Enhance operational efficiency and cost control to maintain profitability and provide competitive pricing.
7. Online Outreach: Grow the project's online presence by expanding the social media following and increasing website traffic.
8. Innovation and Menu Diversity: Continuously innovate the menu, introducing new and unique dishes that align with customer preferences and culinary trends.
9. Collaborative Ventures: Establish partnerships with local businesses and food producers to introduce innovative promotions and create a sense of community collaboration.
10. Market Expansion: Explore opportunities for expanding into adjacent markets and neighborhoods to broaden the customer base and brand reach.

## 9.APPENDIX

In the project's "Appendix" section, a wealth of supplementary information is available to provide deeper insight and substantiate the Tasty Trotters Food Truck venture. This appendix includes comprehensive market research data, regulatory compliance documentation such as permits and licenses, financial projections for the upcoming years, sample menus showcasing the diverse offerings of the food truck, and customer testimonials that underscore positive dining experiences. Moreover, it contains location logs with operational insights, supplier agreements to ensure the sourcing of quality ingredients, and records of participation in local events and collaborations. This section also features marketing collateral, legal agreements, staffing and training information, feedback data, and the development process behind Tasty Trotters' innovative menu items. Furthermore, it provides detailed information on partnerships, competitive analysis, marketing strategies, and customer loyalty programs. Lastly, the "Appendix" features a plethora of photographs and visuals, capturing the essence of the food truck, its delectable dishes, and the vibrant events in which it participates.

GitHub & Project Video Demo Link

Video Link: [https://drive.google.com/file/d/1\\_5B3rQsvgRmDfUCzh7r13Yy9V-jFWIbl/view?usp=sharing](https://drive.google.com/file/d/1_5B3rQsvgRmDfUCzh7r13Yy9V-jFWIbl/view?usp=sharing)

GithubLink: <https://github.com/Srimaga/Assessment-#assessment->