

Small Business Management Team



Jeremy Johnson's Food Truck

Meet the Team



Mohana Sunkara



Dillon Croco



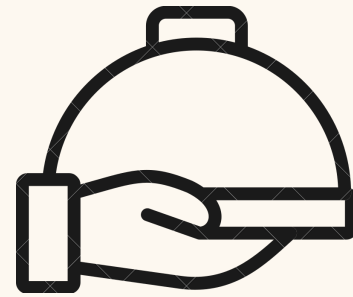
Karen Liu

Growth to Success

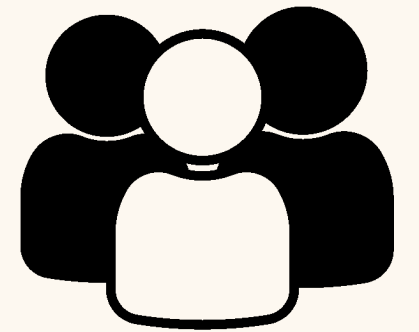


Identifying the Issues

Inefficient Catering



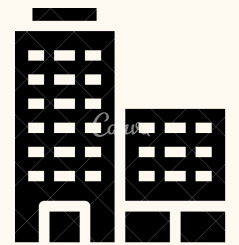
Quality Control



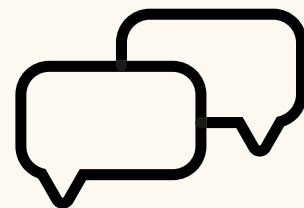
Loss of Potential Profit



Building vs. Truck

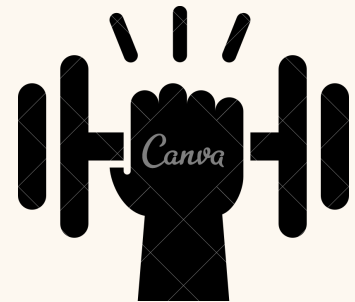


Lack of Communication



SWOT Analysis

Strengths

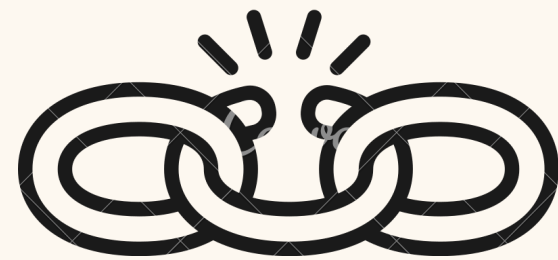


Overall Profitable

Customer Satisfaction

Cheap Location Fee

Weaknesses

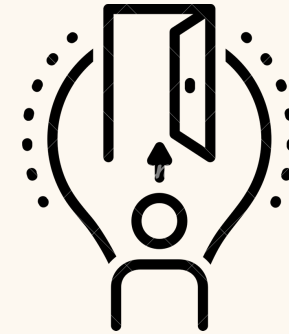


Poorly Trained Staff

Food Wastage

Inconsistent Menu

Opportunities

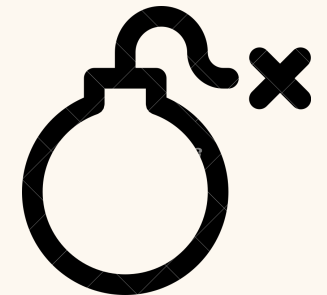


Brick and Mortar

Menu Expansion

Collaboration

Threats



Fuel Costs

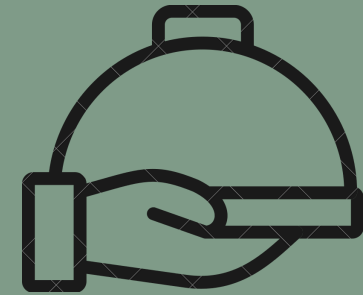
Loss of Location

Weather



Finding a Solution

Catering
Requirements



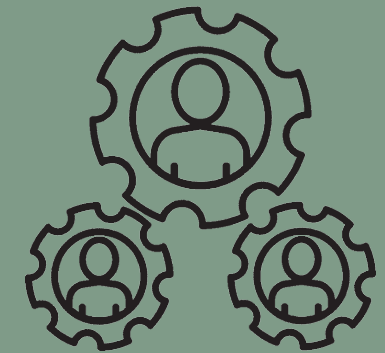
Collaborations



Online Presence




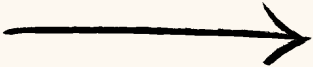
Qualified Staff



Mobile Business



Catering Requirements

<p>\$500 0-30 Mile Radius</p>	<p>\$600 30-50 Mile Radius</p> 	<p>Down Payment Covers Two Hours</p>	<p>Menu Flexibility</p>	<p>Outcomes</p> 
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Outcomes

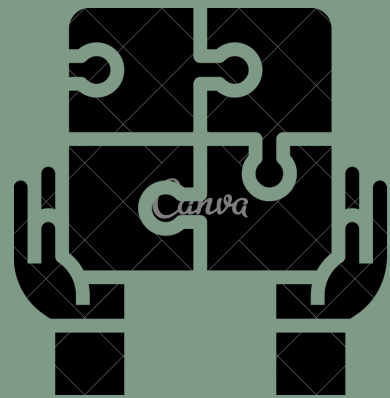
✓ More Potential Profit

✓ Accommodating Customer's Preferences

✓ Increase in Following



Collaborations



Combined
Products



Brand
Deals



Pop Up
Samples



Sports
Vendor

Outcomes



Outcomes

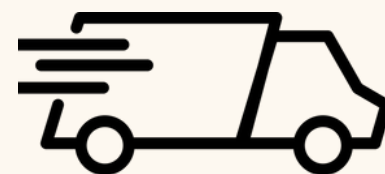
✓ Larger Target Audience

✓ Mutual Benefits

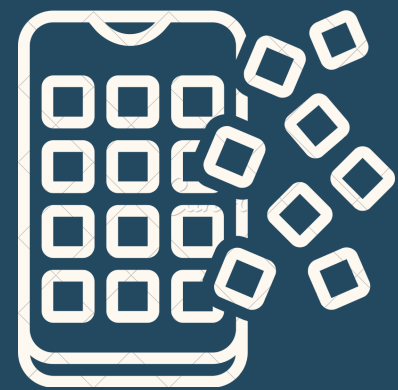
✓ Greater Following

✓ Expansion

✓ Maximizing Profit



Online Presence



App



Social
Media



Website



Outcomes

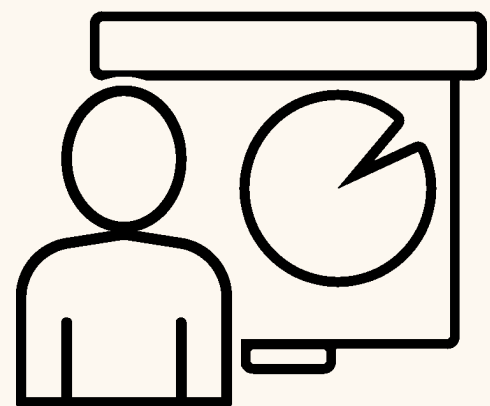


Outcomes

- ✓ Greater Following
- ✓ Online Order/Pickup
- ✓ Customer Discovery
- ✓ Communication
- ✓ Collaborations



Qualified Staff



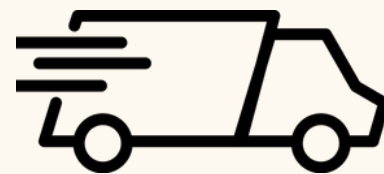
Week of
Training



Testing
Staff's
Skill Set



Menu
Test



Outcomes



Outcomes

✓ More Productive Operations

✓ Customer Satisfaction

✓ Reputable Brand



Mobile Business



Remain
Unique

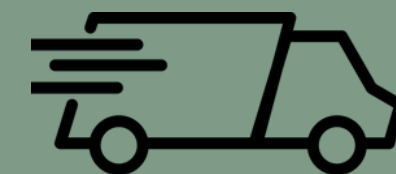


Find a
Signature
Location



Implement
a Food Cart

Outcomes



Outcomes

✓ Creates Own Identity

✓ Attracts a Different Customer Demographic

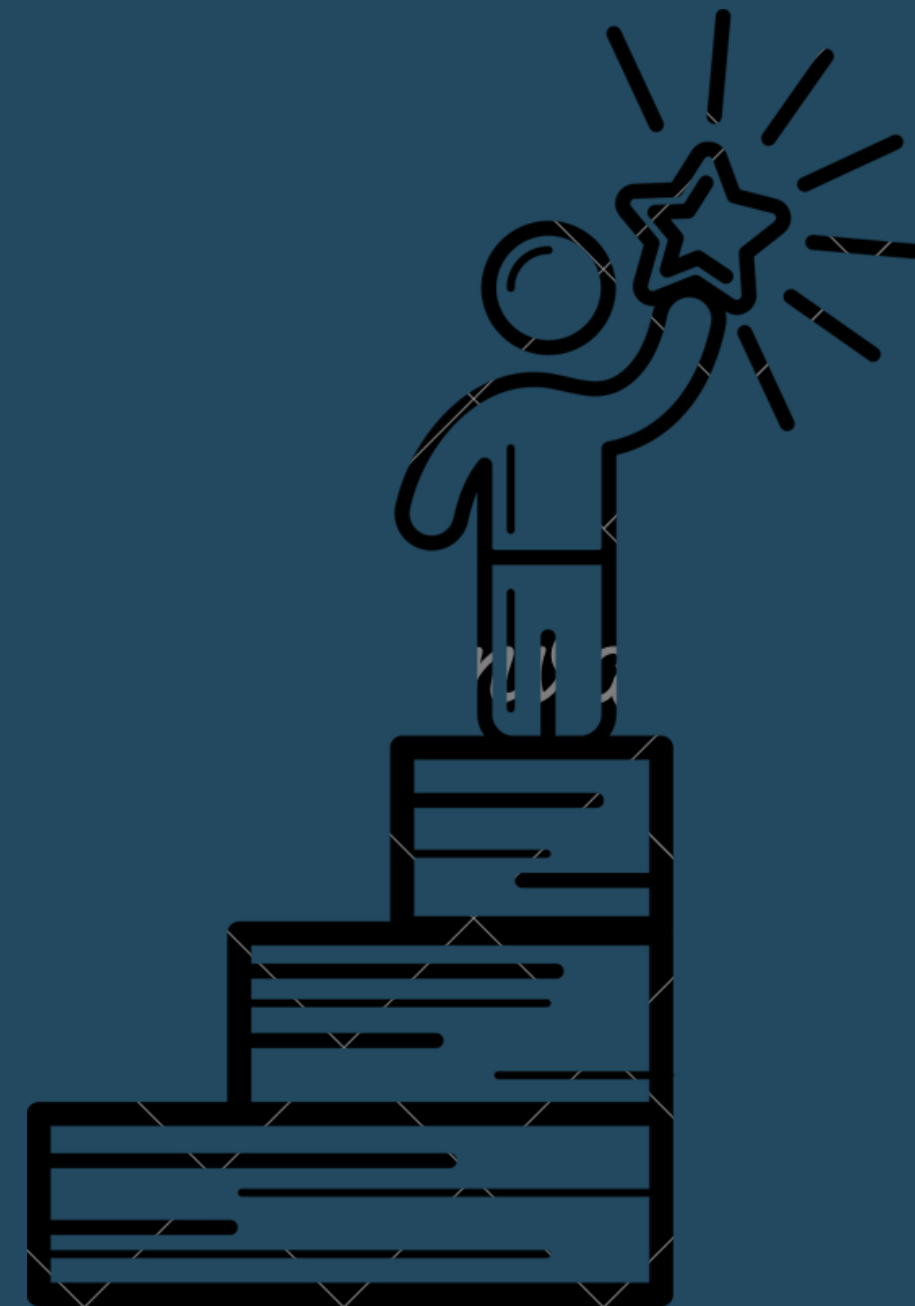
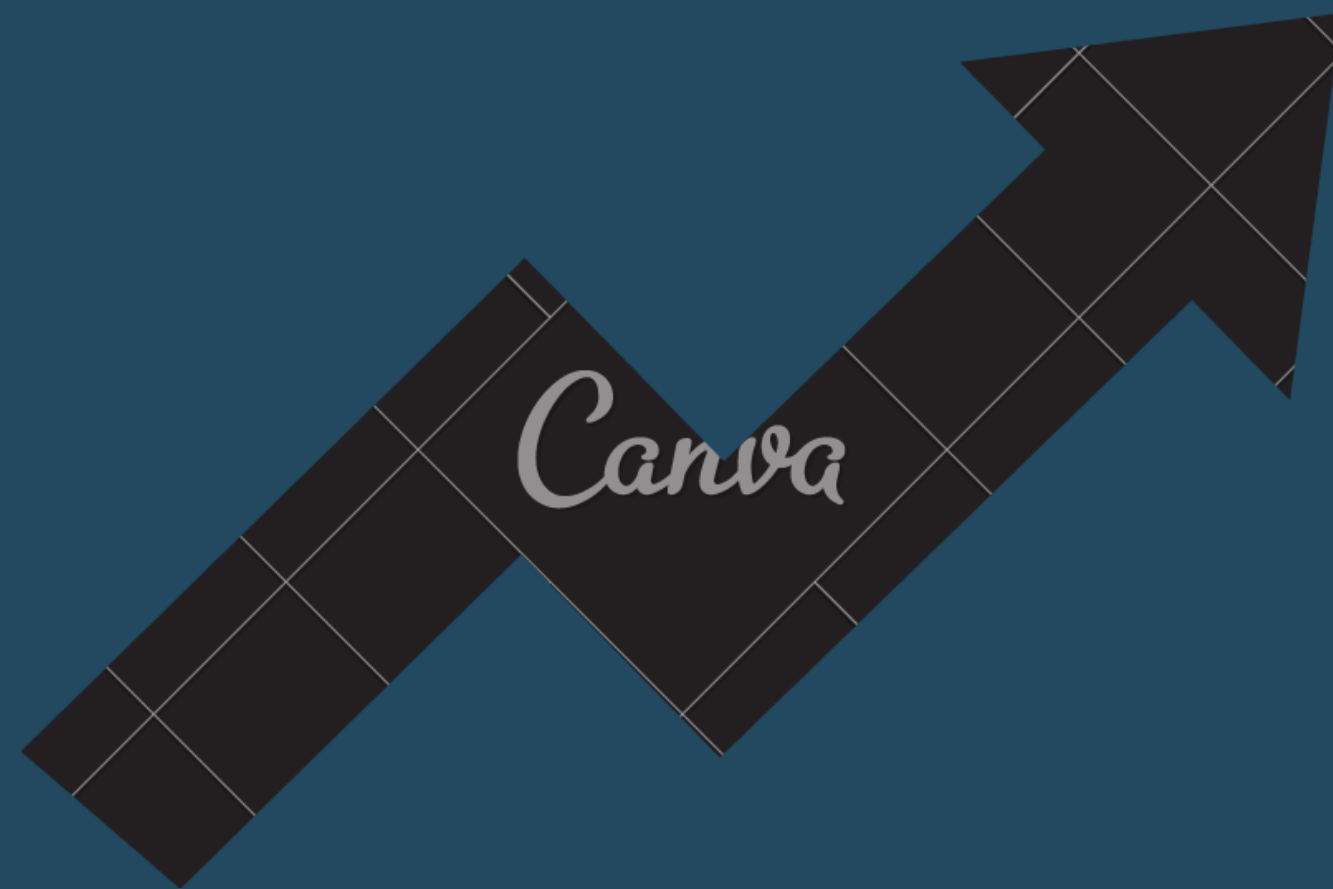
✓ Low Overhead/Few Bills



Unexpected Circumstance



Takeaways



Growth to Success



