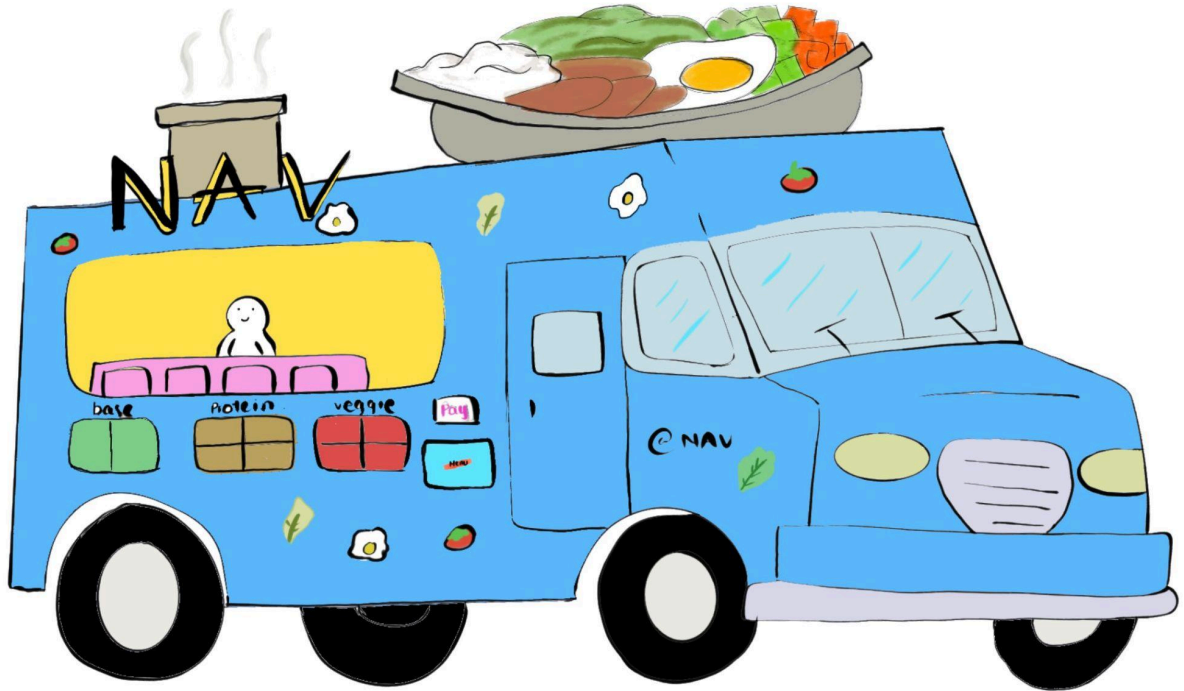


NAV'S FOOD TRUCK

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Product

The theme for our food truck, "NAV Bowls," focuses on providing custom bowl meals that cater to both protein lovers and vegan enthusiasts. We wanted to do this based on the increasing demand for personalized dining experiences and healthy foods, especially with younger generations such as Generation Z.

The reason we picked this was due to several trends we noticed in our earlier research. One of the first ones being **healthy foods**. We realized that using good, local, organic foods was going to get us a long way with those in generation Z, and the fact that we are able to sell all of these different options in the bowl made with extremely good ingredients shows that we care about health and want to make our business as healthy as possible. The next trend that we noticed was the **customization and personalization** of foods that a lot of people in gen Z seem to like. We noticed a lot more restaurants are opening up with DIY and making their own bowls, and thought we should follow suit and make that in our own food truck. Here, customers can pick what kind of protein, carbohydrates/base, vegetables, etc. that they want to put in their bowl, and leave them as satisfied as possible. No longer do they have to choose something that is closest to what they want, when they can choose exactly how much they want. The next trend we noticed was **sustainability**, and that is why for our food truck we will make sure that our utensils and boxes/packaging will be made from recycled materials, making our food very eco and sustainably friendly. The last trend we noticed that we incorporated into our food truck was the **convenience** that a lot of younger people enjoy. This is why we will be able to make orders off of online requests, as well as making the bowl quick and easy right in front of you, so that it does not take you a long time to wait for your food.

Menu

Our menu will feature a selection of base options, proteins, vegetables, and sauces, allowing customers to build their own bowls. We will also offer a few pre-made ones for those who prefer these options.

Base Options:

Brown Rice
Quinoa
Vermicelli Noodles
Mixed Greens
Protein Options:

Grilled Chicken (\$3)
Beef Bulgogi (\$3)
Spicy Pork (\$3)
Tofu (\$2.50)
Tempeh (\$2.50)
Vegetable Options:

Carrots
Cucumbers
Bell Peppers
Edamame
Kimchi
Avocado (\$1 extra)
Sauce Options:

Spicy Sriracha
Peanut Sauce
Ginger Soy
Vegan Miso Dressing
Lime Cilantro
Pre-Designed Bowls:

Sizzle Bowl:

Base: Brown Rice

Protein: Grilled Chicken

Vegetables: Carrots, Bell Peppers, Edamame

Sauce: Spicy Sriracha

Price: \$10

Crunch Bowl:

Base: Mixed Greens

Protein: Tofu

Vegetables: Cucumbers, Avocado, Kimchi

Sauce: Peanut Sauce

Price: \$9

Vegan Delight Bowl:

Base: Quinoa

Protein: Tempeh

Vegetables: Carrots, Bell Peppers, Avocado

Sauce: Vegan Miso Dressing

Price: \$9.50

Price/Strategy

NAV's pricing strategy will focus on providing a cost that is optimal for college students.

Since the food truck will be operated on the UW campus, our target customers are primarily students from generation Z who value healthy and personalized options. To differentiate itself apart from other nearby food trucks that mainly serve beverages on campus, NAV Bowls provides customizable bowls with a variety of healthy options. We anticipate that our target customers will pay a premium for the quality and customization we offer. To maximize sales, we strategically priced our bowls between \$9 and \$13, appealing to both budget-conscious students and those looking for premium options. In general, our pricing is based on cost analysis, which involves carefully calculating the cost of each ingredient, such as protein like grilled chicken, which costs \$3, or plant-based like tofu, which costs \$2.50, as well as labor costs, operation costs, and a 30% profit return in order to keep the business running. We

highlight the price breakdown on the menu to maintain transparency and make it easier for customers to make price-based selections. This method will assist us in establishing an appropriate price point in order to cater to a diverse range of customers while maximizing profit.

In addition, we use a dynamic pricing strategy to increase profits when we offer a lunch special. Because lunch is a time when most students transfer between classes, having a special offer, such as adding avocado for free or offering discounts, will encourage more people to purchase.

Place

The food truck will be placed in various locations throughout the UW campus. The main location will be Red Square. Red Square is often described as the epicenter of the campus. The area is surrounded by a lecture hall, a performing arts center, and two libraries. The food truck's strategic positioning near these buildings places it directly on the route used by thousands of students and faculty as they traverse the campus. Additionally, Red Square is a hub for various campus activities on any given day. There are several information booths, cultural events, and student performances going on in that area, which ultimately makes it the perfect place to get a lot of eyes on our food truck. Another location would be by the Gallagher Law Library located north of the UW campus. The law library is an ideal location for a food truck because many students from the Northern parts of campus walk right by the library on their way to classes, so our food truck would have a lot of foot traffic in this area and subsequently get more revenue. Furthermore, the food truck will also make occasional visits to the campus sports complex during game days and special events, capturing the crowd of sports enthusiasts and event-goers. This strategic positioning not only maximizes visibility but also ensures a steady stream of customers throughout the day, boosting our business's potential for success. These three locations would help more students across campus find our food truck, get the opportunity to try our food and ultimately have more varied options in dining on the UW campus.

References

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