



## **Chico's Enchiladas**

### *Restaurant*

About the Business - Chico loves enchiladas! He loves them so much that he has become an expert on enchiladas; the history, the ingredients, the differences from region to region, and most importantly, what makes a great enchilada. He became such an expert in enchiladas that his friends recommended that he start a business.

Since the investment in a restaurant was so significant, Chico decided to start a food truck business. He would be able to reach many different people by setting up his truck in different places for both lunch and dinner. This allowed him to offer his creations to other enchilada lovers, and to experiment with new and more creative offerings.

Challenges / Needs - To be successful, Chico needs to inform people where he is going to be each day, so he needs to start building a contact list to which he can send daily information. He also wants to list his menu with the prices for each item. While enchiladas are his passion, he expects to offer different types of foods, and would like to showcase the different types in a photo gallery.

Current Assets - Chico has created a logo for the truck, and has some images. Over time, he wants to be able to add more images and update his menu when he creates a new and delicious kind of enchilada.