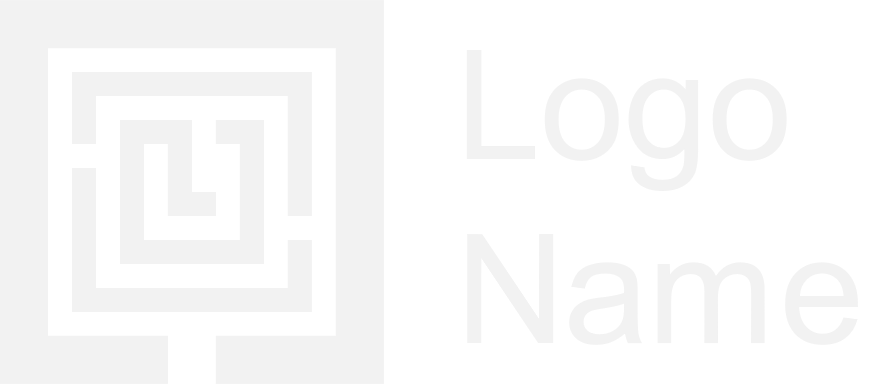
|  |
| --- |
| 大伦的究极发财计划  RICH |
| 阿巴阿巴, LLC |



Contents

[Truck Food Project 3](#_Toc165452870)

[Summery 3](#_Toc165452871)

[Scope 3](#_Toc165452872)

[Features 3](#_Toc165452873)

[User: 3](#_Toc165452874)

[Merchant: 3](#_Toc165452875)

# Truck Food

## Summery

The idea of this ‘Truck Food’ mobile application is for people that could easily look for real Truck (Street) food from anywhere, with updated open-close schedule and updated menu.

## Scope

Leading food truck industry trending, provide more opportunities to small businesses and provide them a platform for running the food truck business.

## Market Analysis

According to Toast’s Food Truck Industry Trends and Statistics in 2024,

“And while the restaurant industry as a whole is an ever-changing space, the food truck business itself continues to grow and change right alongside the larger industry. Representing a $1.4B market in the U.S. in 2022, the growth rate of the food truck industry is only expected to rise in the coming years.”

The food truck market size in the U.S. was growing at a rate of 7.9% per year on average, starting in 2017. Nowadays, the world economy has faced a serious challenge. Since the onset of the pandemic, 17% of US restaurants have permanently shut down – about 110,000 establishments.

Operating a restaurant entails significant expenses. These include rent, staffing, utilities, insurance, equipment, and decor, among others. Owners must make substantial investments in these areas before launching their business operations.

Food trucks require only a truck and basic equipment to operate, minimizing the initial investment compared to traditional restaurants. Additionally, they carry less liability. One significant advantage is their mobility; they can relocate as needed. Unlike stationary restaurants, which heavily depend on their location for foot traffic, food trucks can adapt to changing demand and explore various customer bases. Even with exceptional cuisine, restaurants risk being overlooked if situated in less favorable areas.

## Marketing and Sales Strategy

## Features

There are 2 parts of this application, 1) User 2) Merchant.

### User:

* Un-registered users (Guest):

1. Able to enter the zip code to browse through the nearby live food truck.
2. Check food truck open-close schedule.
3. Browse the menus.

* Registered users:

1. All features of the un-registered users.
2. Contact food truck owner.
3. Place & pay orders online.
4. Add food trucks to the “Favorite” list.
5. Report, comment & rate the food trucks.

### Merchant:

1. Able to open & close stores.
2. Change store’s contents (i.e. open-close schedule, pictures, contact info etc.)
3. Check & reply to comments.
4. Send promotions to users.
5. Receive online orders.
6. Able to accept or reject online orders.