

## **Optimizing a New Food Truck Business in San Diego, CA**

### **Introduction**

The Food Truck industry has always been popular in San Diego. There are currently at least 50 different food trucks that park all over San Diego to offer their varied comestibles, and the wide range of choices representing all kinds of cuisines from these different vendors is impressive. Food trucks can provide catering services for private or public events, they can add variety to an already booming restaurant industry in San Diego, or they can simply offer an alternative to more traditional fast food options. For these reasons, starting a food truck in San Diego could be a lucrative business opportunity for someone looking to break into the restaurant industry, especially since this could be a less expensive alternative to a more traditional brick-and-mortar restaurant which would have higher overhead costs.

The questions for a potential entrepreneur that arise would be the type of cuisine to offer and the best place or places to park the food truck for maximum profit. The type of cuisine to offer could be a highly personal decision for the business owner, but looking at data for existing restaurants could provide some insight about the areas of San Diego where the competition would be higher or lower by looking at the types of restaurants that are already established in the various neighborhoods. The question of where to park it has several components for consideration. The business owner could simply look for a spot with lots of restaurants but with different cuisines than would be offered on their food truck. They could also look for more industrial or commercial areas with less restaurant density and offer a convenient way for people in these areas to have access to better food options. Another option would be to only offer catering services for private or public events and market themselves as a less expensive alternative to cater food for larger events.

With these questions in mind, the main analysis will be to look at the different regions and neighborhoods in San Diego and analyze the existing businesses and restaurants and make a determination about the optimal way to start a food truck in San Diego.