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**Subject:** Fundamentals of Management

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***1<sup>st</sup> project phase of:***



# Introduction

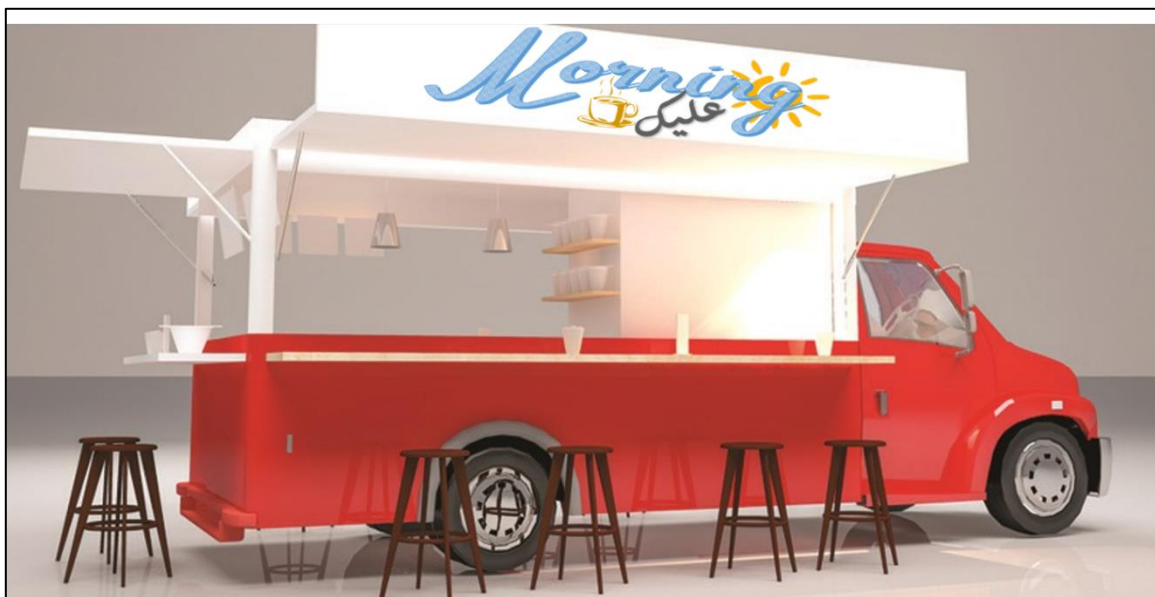


Food trucks are now popping up everywhere on the streets of Cairo, and they are not only getting more complex but also creative with every new one.

Food trucks are one of the most popular restaurant concepts today. The Food Network even has a show about it, *The Great Food Truck Race*. Compared to *brick-and-mortar restaurants*, they offer low start-up costs and low overhead.

There are several perks that make eating from a food truck or cart more appealing; they are quick and hassle-free, you get to see your food cooked in front of you which is entertaining to some people and for others it is the perfect way to make sure that food is delivered every minute fresh. However, a food truck is still a business and as such, requires hard work and dedication to be successful.

Morning عليك food truck will be one of its kind here in Egypt serving breakfast, as it will be a mixture of عريبات الفول and السبب but with a twist! First, our menu is so diverse, in a way that would satisfy all taste buds. Second, you'd be surprised from our prices as they don't match our quality and taste. Last but not least, we are opening every day from 7 AM to 2 PM so you can pass by before work to pick our mouthwatering breakfast and outstanding coffee.

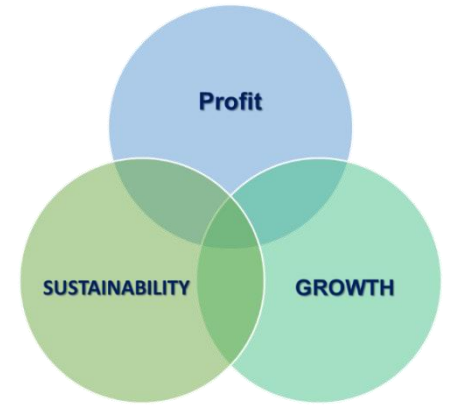


# Planning process

1) The main three organizational long-run objectives are:  
**sustainability, growth, profit.**

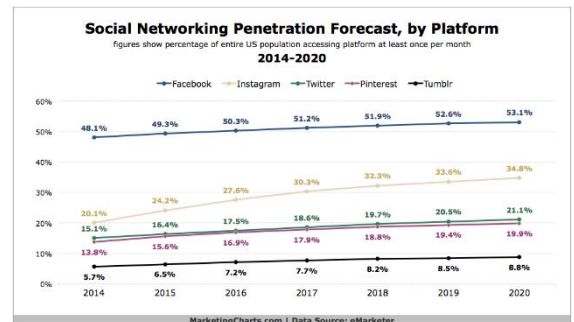
2) The alternative ways of reaching objectives, as for example, our desired sustainability, **is by presenting to customers a new product from time to time and giving away free coffee with every receipt.** For our desired growth, **by promoting our business on Facebook, Twitter, and Instagram. We can post where we are going to be each day and post specials and other promotions to our followers or by trying to balance between quality, cost and time of ours;**

Most importantly we should handle our time, as there will be no enough place for people to wait. We can handle cost by buying our raw materials from big stores on sales days and buy large quantities so as to get a discount. We also can handle our quality by buying the perfect materials and by hiring the excellent chef. So that's will let us reach our desired profit, and to maximize profits we **can go to varies places, fairs and festivals, this will maximize our visibility and positioning our food truck where crowds of hungry diners will be congregated and also, we should offer mobile ordering (ex: otlob), delivery and payment.**



3) The developed premise for alternatives is that:

- **People will always love and appreciate new creative products and also free giveaways.**
- As shown in the figure that social networking is increasing every day and that **why we should promote our business on it.**
- Going to such local places, fairs and festivals is one of the **most existing food trucks' ideas that they are doing recently.**
- When it comes to restaurants, **mobile is the future;** the same goes for food trucks: for **ordering, delivery and payment.**



4) The best alternative to reach objectives is: **Going to varies places, fairs and festivals.**

5) Developing plans to pursue chosen alternative:

The first step in going to varies places, fairs and festivals is to find out if they are legal in the area we want to park. Some towns or cities have restrictions for mobile vendors, so our first step is determining where you can set up shop and what regulations are in place or what sort of ordinances are likely to be passed in the future. Then we'll likely need to apply for special licenses and permits. Sometimes the number of permits allowed in one area is capped, causing a long waiting period for food truck owners. Permits can be expensive and often need to be renewed on an annual basis. In addition to operating licenses, we may also need to obtain parking permits to score prime curbside real estate.

6) Put plans into actions:

1. Know the legality of parking in the areas we want before even going.
2. Know the kind of neighborhood as not every neighborhood allows food trucks.
3. Take food truck's license from the government.
4. Make sure that we have the price of truck's permission on the long-run as it will be renewed.
5. Obtain parking permits to score prime curbside real estate.

# Organizing process

1) Reflect on plans and objectives: Organizing process is the most important step to achieve our objectives, sustainability, growth and profit.

2) Establish major tasks:

1. Preparing.
2. Taking orders.
3. Delivering.
4. Promoting.

3) Divide major tasks into subtasks:

- Preparing:
  1. Preparing food.
  2. Preparing drinks.
- 5. Taking orders:
  1. Food truck orders.
  2. Delivery orders
- 6. Delivering:
  1. By motorcycles (far places).
  2. By bicycle (nearby place).
- 7. Promoting:
  1. Social networking promoter.
  2. Around the food truck promoter.

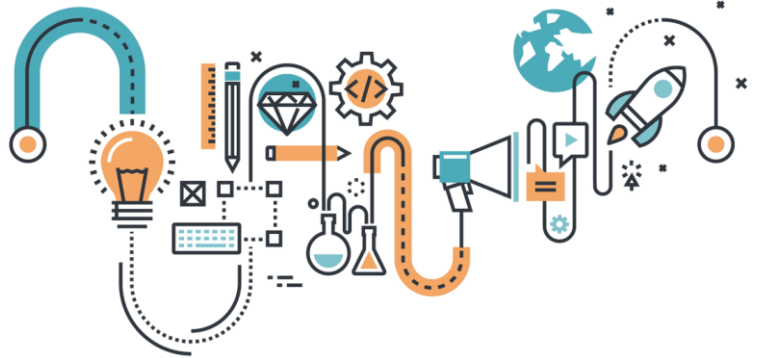
4) Allocate resources and directives for subtasks:

- Preparing:
  3. Preparing food (**able to prepare all menu food with the raw materials and machines found**)
  4. Preparing drinks (**able to prepare all menu drinks with the raw materials and machines found**)
- 8. Taking orders:
  3. Food truck orders (**able to place orders and issue receipts with cashier machine**)
  4. Delivery orders (**able to place orders and issue receipts with cashier machine**)
- 9. Delivering:
  3. By motorcycles (far places) (**able to deliver with preowned motorcycle**)
  4. By bicycle (nearby place) (**able to deliver with preowned bicycle**)
- 10. Promoting:
  3. Social networking promoter (**able to promote on the food trucks' accounts on social networking**)
  4. Around the food truck promoter (**able to promote around the food truck's place**)

5) Evaluate results of organizing strategy:

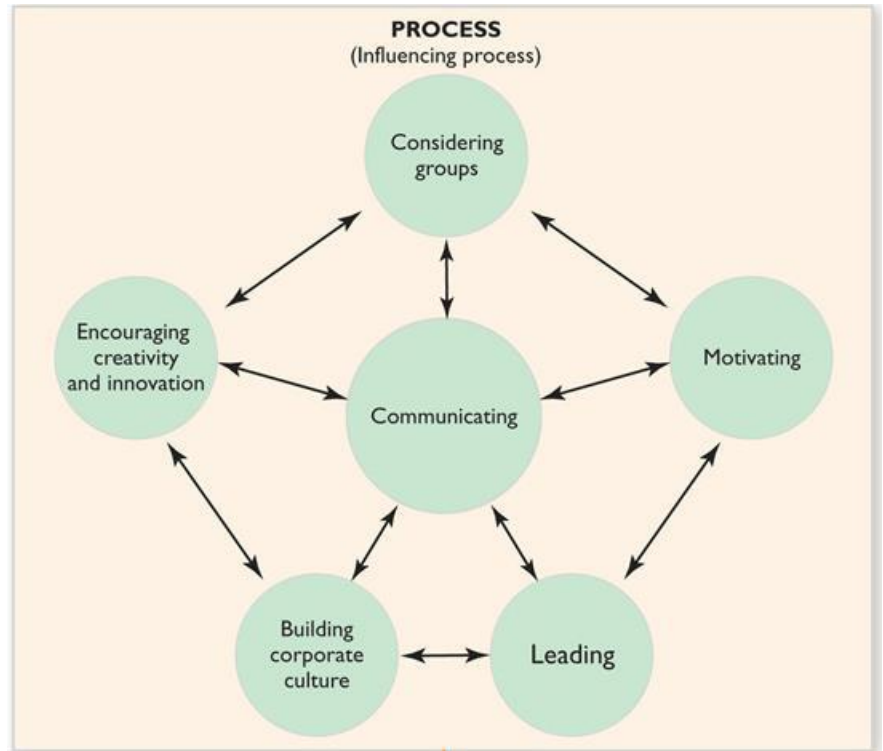
11. Plans and objectives are achieved?

- If yes, that is what we are trying to achieve, and the strategy is how we are going to get there.
- If no, we should modify during the course of the year to reflect changes in the market, competitive landscape, or customer profile. It's important to reflect on the strategy as these changes occur to see if it also needs to be modified.



# Influencing process

Influencing skills are about behaving in ways that offers others the invitation to change (their behavior, attitudes, thoughts, and ways) and/or accommodate your own wishes whilst accepting that they may be unable to or unwilling to, or are unprepared to meet our request to be influenced.

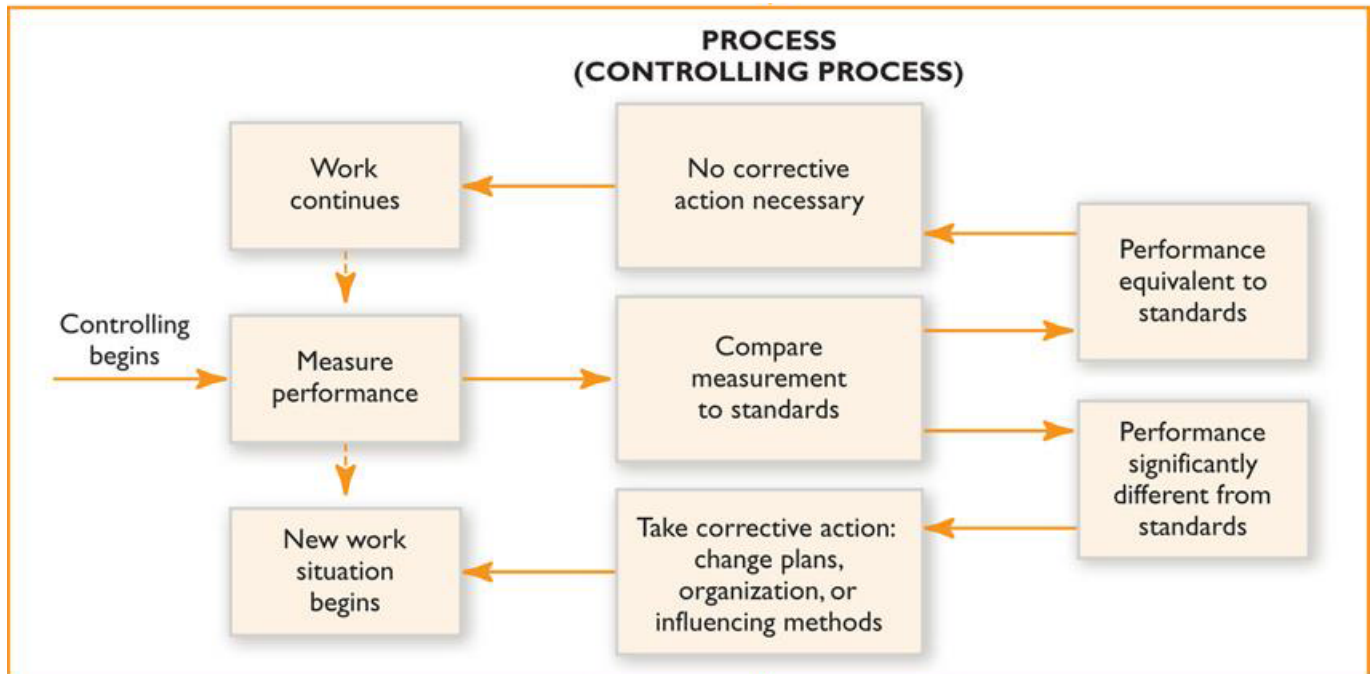


Our Moring عليك food truck will concentrate on 6 main influencing techniques:

1. **Considering making groups.**
2. **Motivating each other.**
3. **Leading.**
4. **Building corporate culture.**
5. **Encouraging creativity and innovation.**
6. **Communication.**

# Controlling process

The control process of management ensures that every activity of a business is furthering its goals. This process basically helps managers in evaluating their organization's performance. By using it effectively, they can decide whether to change their plans or continue with them as they are.



- As a start our standards is to **cover our expenses** and get not less than **30%** profit by the first year and we seek annually profit growth by **5%** until we become steady in the market.
- We, then, should compare our measurements to the standards set before.
- If yes, that is what we are trying to achieve, and the measurements is as the standards and no corrective action should take place.
- If no, we should take corrective actions as change in plans or change in organization or change in influencing methods.