

**Title:**

Aspects of Creating a Mobile Concession Business

**Word Count:**

632

**Summary:**

This article offers advice on how to make a mobile food service business as successful as possible. By considering the aspects of location, food type, and advertising, you can make sure your business booms to its best potential.

**Keywords:**

concession trailer, mobile kitchen, business, food vending

**Article Body:**

The ability to be one's own boss and make lots of money doing it is all part of the American Dream. An up and coming segment of the small business world is food concession vending. This is a form of food service that does not involve being stationary. Mobility is the key to the food concession industry. The ability to pick up and move whenever you have an event or want to switch locations is paramount in this business; which brings attention to the fact that there are several things needed to begin a concession business. One of the first important things is location. Another important aspect is choosing the type of food you will serve. One more vital thing to consider is advertisement.

One of the first things to consider when starting a food concession business is the location where you will set up your vending equipment. You're best bet is to set up in a highly trafficked area where many people live and work. One of the biggest parts of your clientele is potentially the work force around the location. Even better would be to find a highly trafficked area that also had little choice of food. People are more tempted to think outside the box and eat from your concession trailer. Many of these workers do not have a lot of time for a lunch break. Quick, simple, cheap, and delicious food is the key to drawing people in and creating loyal customers.

Another thing to consider when you start a concession business is what type of food you will serve. You must first consider the part of the country you are in. Goulash may not appeal to New Yorkers. Another thing you must consider is financial history of the area you are serving. Some people may neither desire or be able to afford sushi or caviar for lunch so be careful about offering food out of the economical means of those to whom you are planning to sell. Another

thing to consider about food is how easy or difficult it may be to prepare in a mobile style kitchen and how long it will take to prepare. You definitely don't want the items you are selling to take a long time to prepare. If so, people will be more tempted to just go into a sit-down restaurant to eat. Quickness is definitely a way to go for the food concession business.

One other thing you may want to weigh when setting up a food vending business is advertisement. Roadside signs and billboards are a great way to go, albeit expensive. A great way to make sure you have great advertising is to have exceptional food and service. With these two attributes, your company will be advertised by one of the best and most powerful means of advertisement: word-of-mouth. Get people to enjoy your food and the friendly face you offer in the middle of a possibly hectic workday. Having a great relationship with your customers is definitely a must when dealing with the food service industry. Other forms of advertisement include fliers, sale signs, and coupons. Bags, napkins, and containers with your company name and logo on them are also great ways to advertise. For the business with the larger budget, t-shirts, hats, and bumper stickers might be a way to go.

Whatever decisions you might make about your mobile concession business, there are certain things you must consider to make having a successful company easier. In the mobile food service industry, important options include location of your vending equipment, type of food served and advertising your business in order to make it more successful. By considering these things, you will have a better chance of making a name for yourself in the food industry.