

# Veg-To-Go,<sup>®</sup> Food Truck Marketing Plan

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### 2.1 SWOT Analysis

Figure 1 shows the factors affecting the market opportunities for Veg-To-Go. This table highlights the efforts by the company to prepare to enter the local market.

Figure 1: SWOT Analysis for Veg-To-Go

Internal Factors	Strengths	Weaknesses
Management	Management has education in business and culinary arts	Inexperienced
Offerings	Completely unique product to the local market	May be perceived as more light-weight or bland
Marketing	Continuous advertising via branding on food truck	Limited budget
Personnel	Small team, easy to communicate	Limited budget for additional help
Finance	Small startup cost	No proven growth
Manufacturing	Cheap to produce dishes	Limited work area
R&D	Can be accomplished with limited resources	No formal process
External Factors	Opportunities	Threats
Consumer/Social		
Competitive		
Technological		
Economic		
Legal/Regulatory		

3. Market-Product Focus
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## References

- [1] Leslie Lamport, *LaTeX: a document preparation system*, Addison Wesley, Massachusetts, 2nd edition, 1994.

# Appendices