

An Entrepreneurship Project

Food Truck Project

Students act as an
Entrepreneur for a Simple
Startup Food Truck

Engaging!
Fun!
Different!



**PROJECT-
BASED
LEARNING**

BUSINESS EDUCATION WITH *Denise Leigh*

Students **CREATE & DESIGN** their very own simple startup Food Truck.



**Makes a GREAT
Entrepreneurship or Intro to Business Class
FINAL Project!**

A Google Slides file that **easily** converts to Microsoft PowerPoint

WHAT DO YOU GET?



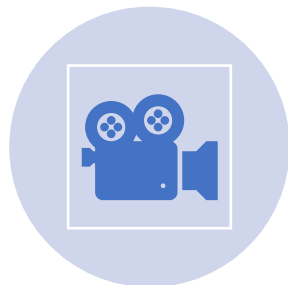
Student Copies



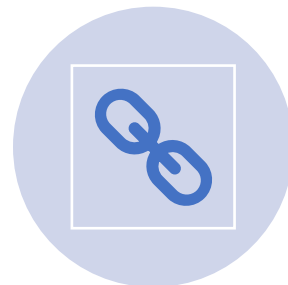
Student Example
to Inspire Your
Students



Tons of Clip Art



Video Instructions
for Students and
Teacher



Resource Links



**A Suggested
Grading Rubric**



Includes **everything the teacher and students need for
success including many hints, tips, and suggestions!**

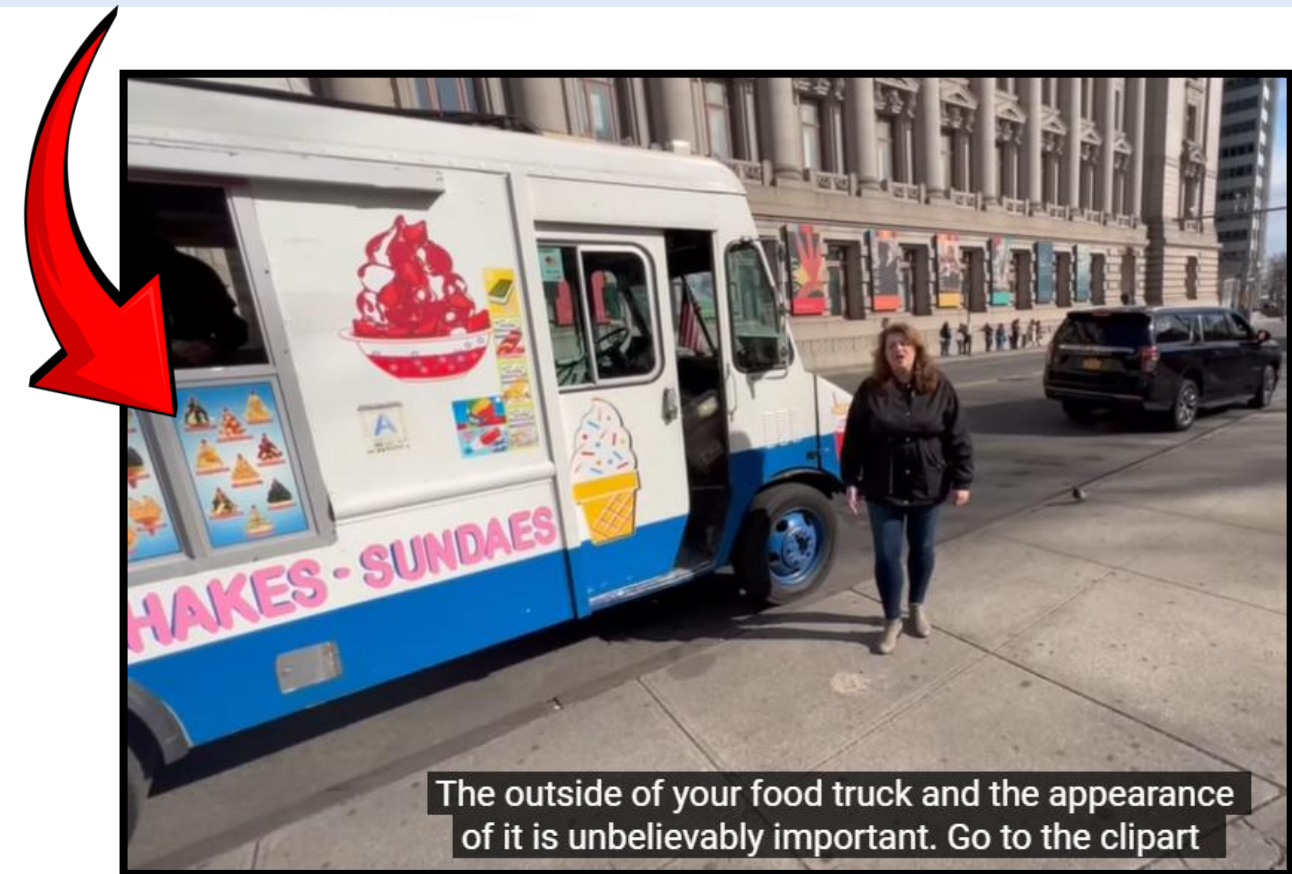
- **Complete an Entrepreneurial Profile with a Professional Profile Picture**
- **Create and design a façade for the FOOD TRUCK**
- **Identify Type of Business**
- **Identify Type of Business Ownership**
- **Vendor Selection**
- **Assess Business Expenses**
- **Budgeting Lessons**
- **Write an Executive Summary**
- **Complete Supplies Inventory**
- **Complete Equipment Inventory**
- **Conduct a Marketing Mix**
- **Identify Target Market Demographics**
- **Select Marketing Strategies**
- **Build your Business Brand and Colors**
- **Create your Logo**
- **Conduct a SWOT Analysis**
- **Create a Social Media Marketing Post using Business Brands**
- **Create a Menu**
- **Create a Shopping List for Grocery Items for your new menu**
- **Calculate total start-up costs for your Food Truck venture**





I filmed all the videos in
Central Park & Lower
Manhattan, NYC

The **PROJECT FILE** includes videos
that were filmed on location in the
'Food Truck Capital of the World'
NEW YORK CITY!



**THIS is as
REAL WORLD
as it gets!**





You have **\$45,000** to invest in a simple start-up business of your own!

Congratulations

You have 5 options for a simple start-up:

1. Food/Beverage Cart
2. Food Kiosk
3. Food Truck
4. Consumable Goods Cart or Kiosk
5. Service Truck

Here are some ideas for your project, however, you are not limited to these ideas. See your teacher for further project idea approvals.

| Food/Beverage Cart Or Food Kiosk | Food Truck | Consumable Goods or Service Cart/Kiosk |
|---|---|---|
| Hot Dogs - Mac & Cheese Ice Cream & Pastries Lemonade & Soft Drinks Iced Tea & Smoothies Soft Pretzels & Baked Goods Tea & Fresheners Cocoa & Frozen Treats Ice Cream Gourmet Cookies Meatballs Tropical Beverages Popcorn | Pizza Burger & Fries Sandwiches Salads Smoothies Cakes & Pastries Cones & Donuts Candy Apples & Cotton Candy Ice Cream & Milkshakes Mexican Foods Tacos Grilled Cheese | Fresh Flowers Pottery Homemade Jams Magazines & Newspapers Pre-packaged Snacks Candy & Chocolates Roasted Nuts & Coconut Services Mobile Pet Grooming Mobile Window Washing Catering Mobile Automobile Detailing |

Business Education with Denise Leigh ©



Students are given \$45,000 (*editable*) to invest in a simple start-up **FOOD TRUCK** business of their very own!



Service, manufacturing, merchandising, or extracting? Food truck, cart, kiosk?

Sole Proprietorship, Partnership, or Corporation?

Use [THIS LINK](#) to find some entrepreneurial words (on page 3 of the file) to give you some ideas.

Use the [Chart of Accounts](#) for some ideas.

Business Briefing

What is the name of your business?

Click to add text

Type of Business

Click to add text

What are two Accounts Payable that you will be able to buy supplies from?

Click to add text

Type of Business Ownership

Click to add text

List at least 4 entrepreneurial traits that you have.

Click to add text

What will be at least 4 expenses that your business will have?

Click to add text

Give your business a name and type it in a font that is true to your brand and the personality of your business.

What vendors might you use? What companies will you buy from? Be specific and call the vendor by name.

It's always a good idea to keep a menu simple with food trucks and carts due to a lack of space.

Insert a clipart that symbolizes your brand.

Business Ed With Denise Leigh © 2023



Students follow the **HINTS & HELPS** in the margins, so that they are successful in completing the project!

Complete a **Marketing Mix** for the product that you selected.

Product/Service

List the name of the product.

Price

What does this product cost?

Place

Where is this product being sold?

Promotion

List all of the ways that the company can or will promote this product and let their target market know that it exists.

Target Market

List the describing words of your target market.

Marketing Mix

AKA: 4 P's of Marketing

Product/Service

Click to add text

Price

Click to add text

Place

Click to add text

Promotion

Click to add text

Target Market

Click to add text

4P MARKETING MIX

PRODUCT

PRICE

Target Market

Demographic

In the center of the marketing mix circle is a demographic description of your ideal customer for your business.

Demographic Examples: gender, age range, coffee drinker, teenager, meat-lover, parent of young children, etc

MARKETING MIX

Marketing Plan

List 3 ways that you might advertise your business. Explain exactly how this advertising might take place.

Types of Advertising:
Online Search Advertising
Print Advertising:
Flyers
Mailings
Posters
Business Cards
Direct Mail Advertising
Broadcast, video, and TV Advertising
Radio and Podcast Advertising
Product Placement
Social Media Advertising:
Instagram
Facebook
X
Snapchat
Pinterest

Marketing Strategies

Ways to Advertise

#1

Click to add text

#2

Click to add text

#3

Click to add text

My Brand

Click to add text

Building your brand

What will your brand colors be?
What will your font style be?
What will your logo be?

Create a logo in Canva (or another logo generator) using the colors and fonts of your business. Download or take a screenshot of your logo and drop it in the gray area to the left.

Create an Instagram Post for your grand opening! Include the information below

*Name of the Business:

*Promotion that they are running:
What deal or sale can you have for your grand opening?

*Images they want included in the post:
Grand Opening or image of your mobile business.

*Include the following call to action of your choice:
'Come to the grand opening!' 'Make your calendar' 'Sign up to win' etc.

*Brand colors:
Be sure to include your brand colors that you designated earlier in this file.

SOCIAL MEDIA MARKETING

Instagram icon

Cell phone mockup

You may choose to create your social media post right in this file or you can use Canva. If using Canva...drop your post creation in the cell phone creation in the cell phone mock up. (this can be done by downloading or taking a screencast, capture, or snip of your artwork)

SWOT Analysis Application

Conduct a SWOT analysis on your food truck/kiosk. What will be your strengths? What might be your weaknesses? What opportunities might you have (internal and external)? and what might be an external threat?

| | | |
|-----------|---------------------------------|-------------------|
| List name | List food truck/kiosk name here | Click to add text |
| S | Strength | Click to add text |
| W | Weakness | Click to add text |
| O | Opportunity | Click to add text |
| T | Threat | Click to add text |

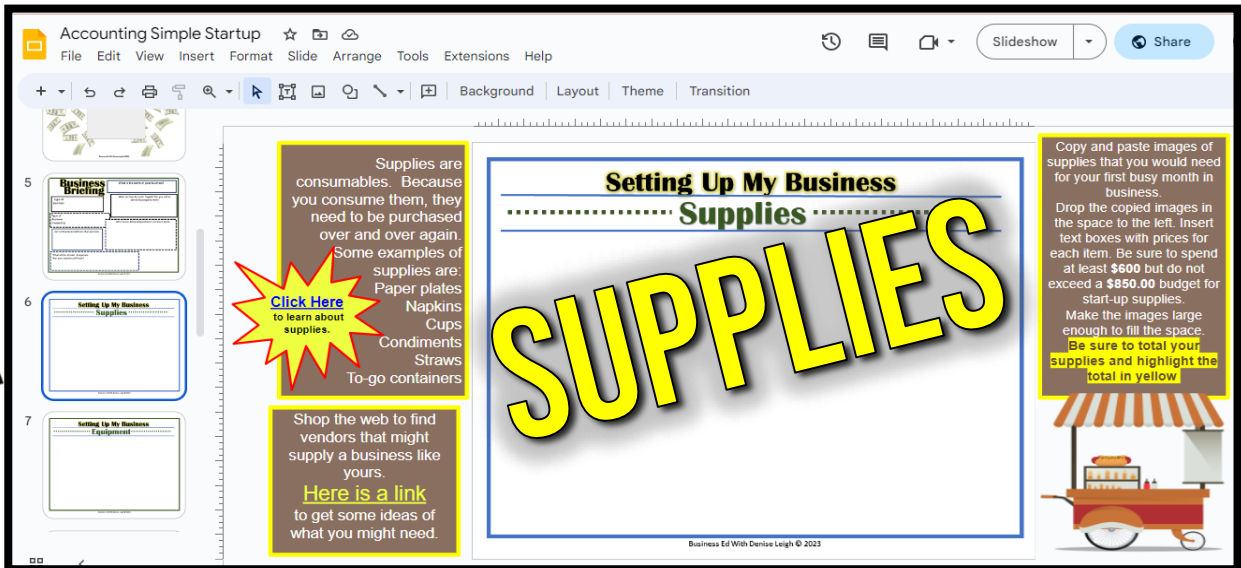
SWOT Analysis

What is it?
A SWOT analysis is an analysis tool used in business to analyze the strengths, weaknesses, opportunities, and threats of products, services, brands, labels, etc.

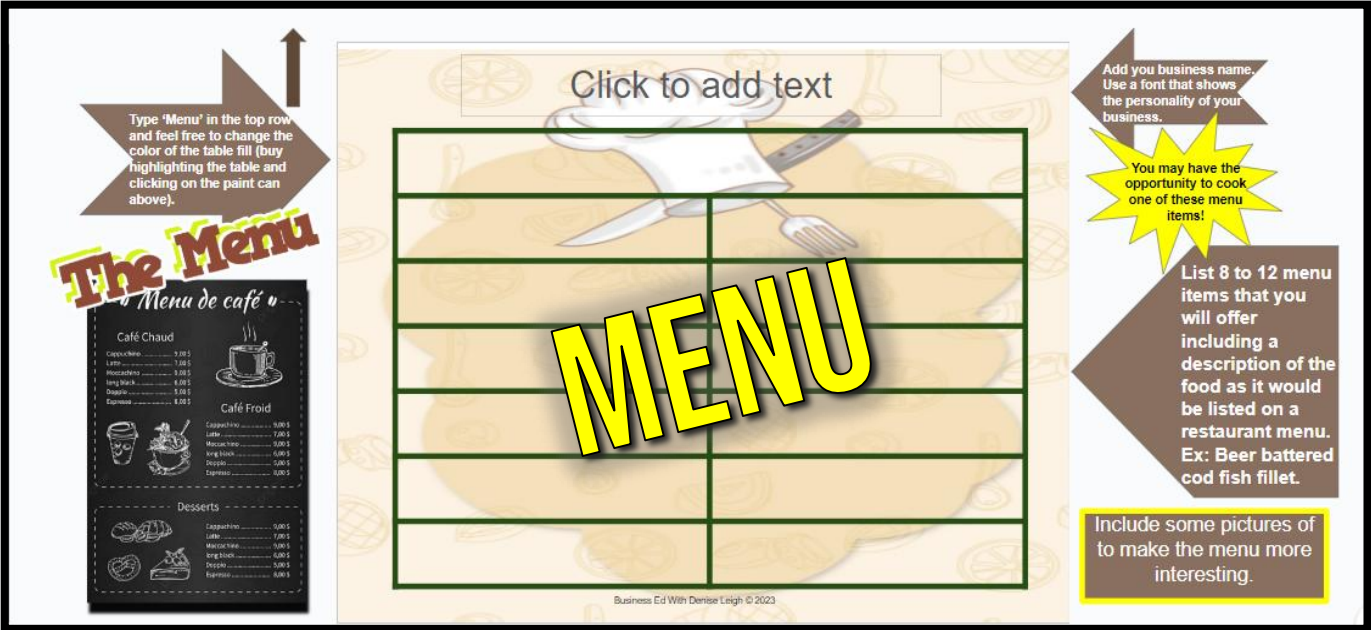
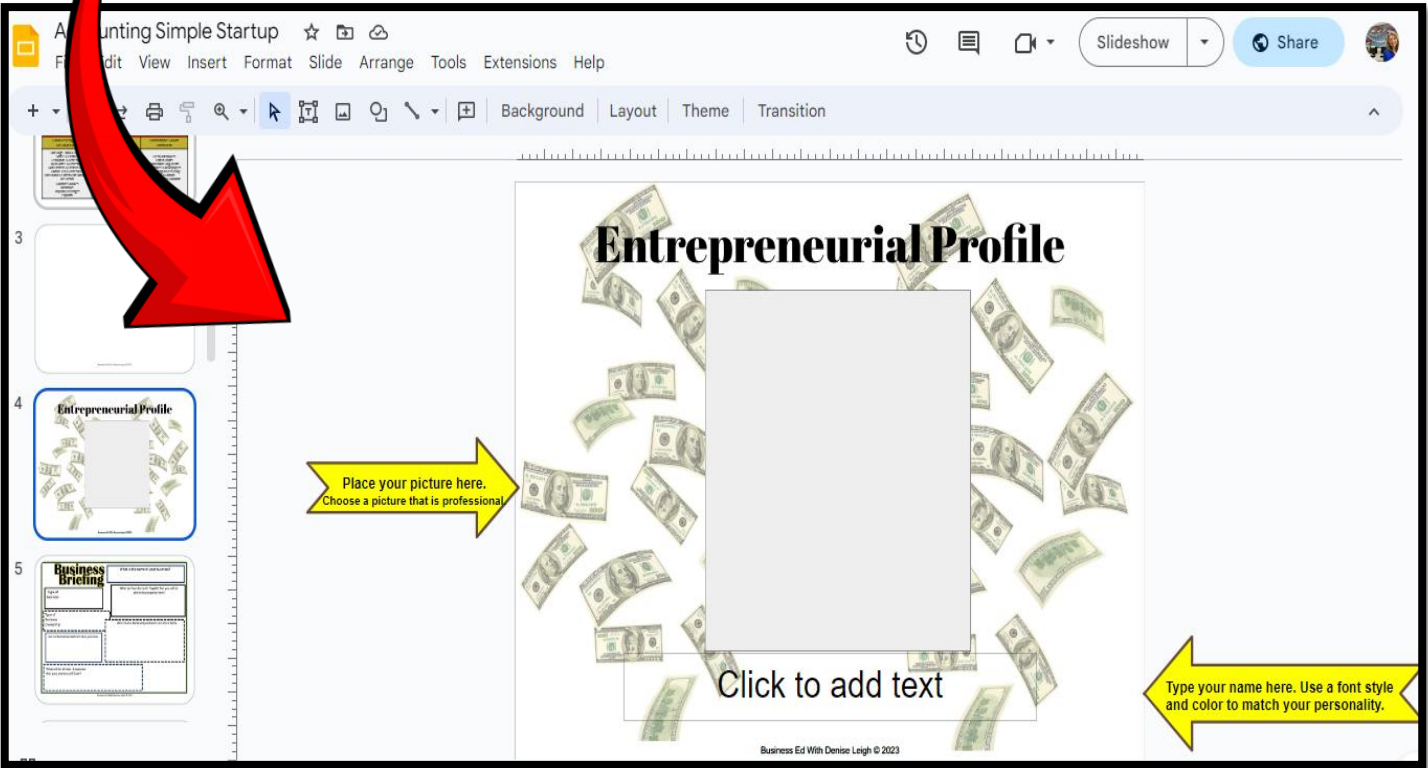
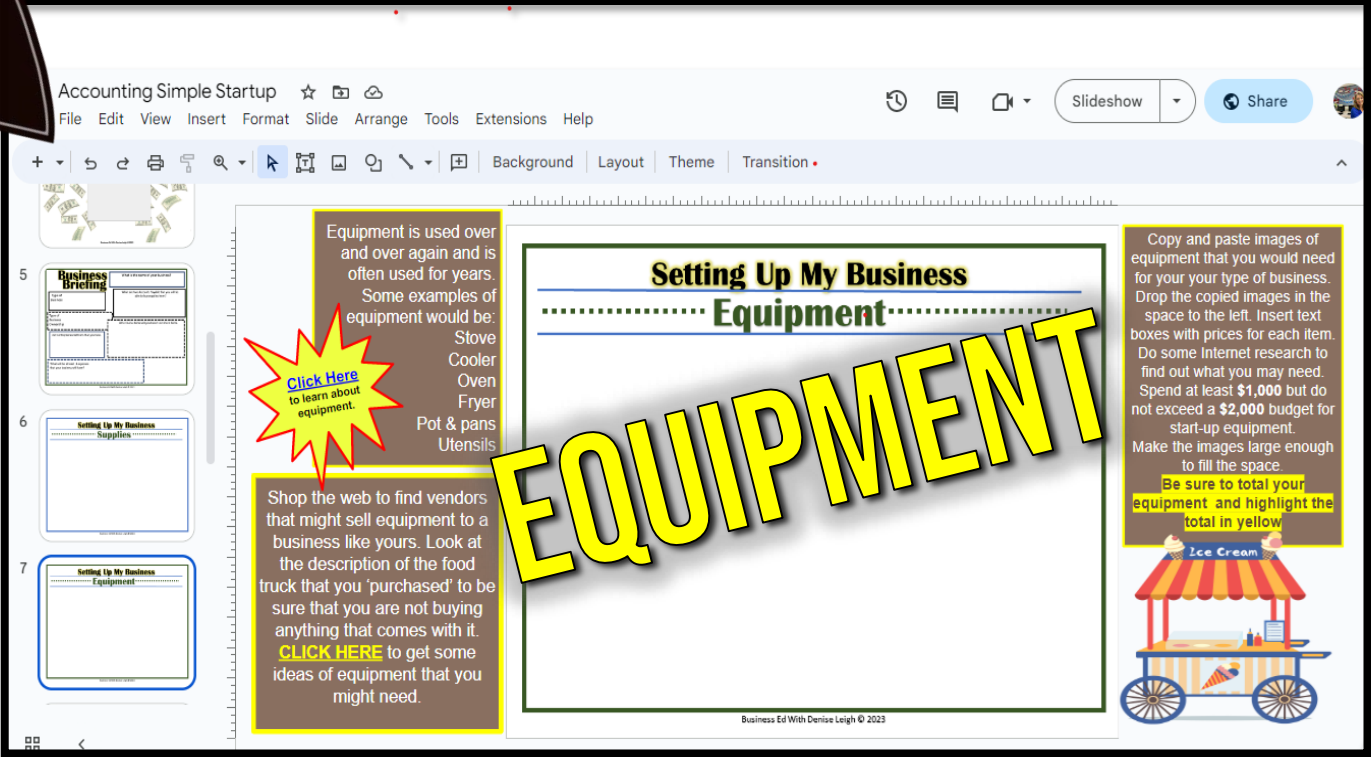
| | | | |
|---|-------------|----------|---|
| S | Strength | INTERNAL | What are the products strengths? |
| W | Weakness | INTERNAL | What are the products weaknesses? |
| O | Opportunity | EXTERNAL | What are opportunities in the market for this product? |
| T | Threat | EXTERNAL | What are threats in the market in regard to this product? |

Many **MARKETING** lessons included!

Students shop for **SUPPLIES**
& **EQUIPMENT** and create
their **MENU!**



Students complete an
Entrepreneurial Profile!



17 SLIDES in the Student File

Search the web for an inside view of a food truck that is a vision of what you imagine yours may look like on the inside.

Create a picture of what customers will get from your food truck.

List all of the food ingredients needed for your kitchen to get you through your first 2 weeks of business. Use your critical thinking skills and your best judgment to estimate.

Click to add text

Type 'Menu' in the top row and feel free to change the color of the table fill (highlight the table and clicking on the paint can above).

The Menu
Menu de café v

Add your business name. Use a font that shows the personality of your business.

You may have the opportunity to cook one of these menu items!

List 6 to 10 menu items that you will offer including a description of the food as it would.

Complete a Marketing Mix for the product that you selected.

Marketing Mix
AKA: 4 P's of Marketing

Product/Service
Click to add text

Price
Click to add text

Promotion
Click to add text

Place
Click to add text

Target Market
Click to add text

Complete a Marketing Mix for your Food Truck/Kiosk. What product are you selling? What is the price range of your items? Where will you park your truck/kiosk? How will you promote your business?

4P MARKETING MIX

PLACE PROMOTION PRODUCT PRICE

Target Market Demographics
In the center of the marketing mix circle, include a demographic description of your ideal customer for your business.
Demographic Examples: gender, age

Marketing Strategies

Ways to Advertise
#1
Click to add text
#2
Click to add text
#3
Click to add text

My Brand

Building your brand
What will your brand colors be?
What will your font style be?
What will your logo be?

Create a logo in Canva (or another logo generator) using the

Types of Advertising:
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Direct Mail Advertising
Broadcast, video, and TV Advertising
Radio and Podcast Advertising
Product Placement
Social Media Advertising:
Instagram
Facebook
X
Snapchat
Pinterest

SWOT Analysis Application

Conduct a SWOT analysis on your food truck/kiosk. What will be your strengths? What might be your weaknesses? What opportunities might you have (externally) and what might be an external threat?

SWOT Analysis
What is it?
A SWOT analysis is an analysis tool used in business to analyze the strengths, weaknesses, opportunities, and threats of products, services, brands, labels, etc.

Strength
Weakness
Opportunity
Threat

INTERNAL
EXTERNAL

What are the products strengths?
What are the products weaknesses?
What are opportunities in the market for this product?
What are threats in the market in regard to this product?

Total Investment

Total investment for this simple start-up business venture...

| Investment Item | Amount |
|--|--------|
| How much was your food truck/kiosk/vehicle? (slide 4)→ | |
| How much was your total equipment? | |
| How much was your total supplies? | |
| Average cost of business insurance? | |

Entrepreneurial Profile

Click to add text

Place your picture here

Setting Up My Business Supplies

Supplies are consumables. Because you consume them, they need to be purchased over and over again. Some examples of supplies are:
Paper plates
Napkins
Cups
Condiments
Straws
To-Go Containers

Click Here to learn about supplies.

Shop the web to find vendors that might sell equipment to a business like yours. Look at the description of the food truck that you 'purchased' to be sure that you are not buying anything that comes with it. **CLICK HERE** to get some ideas of equipment that you might need.

Copy and paste images of equipment that you would need for your type of business.
Drop the copied images in the space to the left. Insert text boxes with prices for each item. Do some Internet research to find out what you may need. Spend at least \$1,000 but do not exceed a \$2,000 budget for start-up equipment. Make the images large enough to fill the space.
Be sure to total your equipment and "highlight" the total in yellow.

Setting Up My Business Equipment

Designing and 'buying' your food truck/kiosk/vehicle.

Click Here to learn about the importance of the appearance of your food truck.

Design your place of business. It may be a food truck, service truck, or kiosk. It is recommended that you limit your menu (or service offerings) to 5 to 10 items only as space is limited with these types of businesses. It is also recommended that you not have fountain beverages as the fountains and tank take space. Offering bottled beverages takes less space and does not require ice. **CLICK HERE** for used food trucks or service vehicles to purchase your

Business Briefing

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Type of Business
Click to add text

Type of Business Ownership
Click to add text

List 3 entrepreneurial traits that you have.
Click to add text

What will be at least 4 expenses that your business will have?
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Service, manufacturing, merchandising, or extracting?
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Brand colors:
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You may choose to create your social media post right in this file or you can use Canva...drop your post creation in the cell phone mock up. (this can be done by downloading or taking a screenshot, capture, or snip of your artwork)

Executive Summary

Write an Executive Summary on your food truck/kiosk business. Be sure to include the following:
1. What want or need will you be satisfying?
2. What product or service will you be providing?
3. Who will run the business as the general manager of daily operations?
4. How many employees may be needed?
5. What might these employees be doing?
6. What area will your food truck serve?

Click to add text

Business Examples

You have \$45,000 to invest in a simple start-up business of your own!

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A Google Slides file that **easily** converts to Microsoft PowerPoint

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

