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to Starting a Food Truck Business, in 2012, and now works as marketing executive among his many other ventures. Product details Item Weight : 14.4 ounces

The Complete Idiot's Guide to Starting a Food Truck ... After studying at Cornell University ' s School of Hotel Management, Philips became an entrepreneur, starting his own marketing group for hotels and restaurants. As the founder of the Guerilla Culinary Brigade, he launched several “ pop-up ” dining projects in New York City. Philips wrote his first book, The Complete Idiot ' s Guide to Starting a Food Truck Business, in 2012, and now

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Amazon.com: Customer reviews: The Complete Idiot's Guide ...

By Richard Myrick . Running a successful food truck is tougher than it may appear. You must plan and prepare everything that a fine dining establishment does (except the china and linen napkins), such as concept development, menu planning, and hiring and keeping a great staff, but then you have to take your kitchen on the road and provide your customers with out-of-this-world food and service.

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Pick a Name for Your Food Truck. Our guide on naming a business gives a comprehensive overview, but here are some tips for choosing a good name for your food truck:.
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The Complete Idiot ' s Guide to Starting a Food Truck Business: A book that covers the many facets of the business. Do you own a food truck business? Share your tips and experience with others in the comment section below.

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food-truck economy in the city of Los Angeles, which has the best overall legal framework for food trucks in the country. In Part II, the report discusses how Los Angeles and other cities have addressed specific regulatory issues based on an Institute survey of the food-truck laws in the 50 largest cities in the United States.

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Number of licenses NYC Department of Health issues for food trucks and carts: 5,100 mobile-food-vending permits, which include trucks and food carts; just 500 belong to food-truck operators. Most common food sold by food trucks: ice cream Estimate for cost of leasing a permit from another holder: \$15,000 to \$20,000 for two years Estimated revenues from food trucks and carts in NYC: \$15 million

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