

My Food Truck Project

Part 1: Create Your Own Food Truck (50pts)

- 3D Model Design
- Name & Logo
- Slogan
- Menu in MS Word - Eye catching design
 - Include name, logo, slogan
 - Logo Maker - <https://www.freelogodesign.org/>
 - Or CANVA

Part 2: Who is my target market (50pts)

- Complete each area with IN DEPTH research about your customer base
- Use the US Bureau Census site for the city you will be in
<https://www.census.gov/quickfacts/fact/table/AL/PST045219> ("search" the exact city)
- Use the info below the chart to guide you thru the info you will need to complete each segment of your customer base

Part 3: Developing a marketing plan using the 4 P's (50pts)

- Use your Target Market research to guide you thru each section
- Price vs Profit - Google Sheet

Part 4: Competition (25pts)

- Who is your competition near your location
- Must research within 100-150 miles - think of big cities in the area of your location

Part 5: SWOT (25pts)

- Use some of your competition research to help guide you - Explain your answers
- S Examples: what is unique, staff, location
- W Examples: Boring menu, slim TM
- O Examples - Increase Profit or Decrease Cost. Think outside the box
- T Examples - Outside factors that decrease profit and increase cost

Part 6: Social Media Campaign + InstaAD (25pts)

- Using Canva or Publisher to create
 - Logo (take a pic and email it to yourself)
 - Slogan
 - Catchy hashtags