

Student #4
Student #6
Student #7

Outside

The

Box!

Food Truck!

Introduction

Welcome to “**OUTSIDE THE BOX**”, here we serve outside the box food. Things like Waffles on a Stick and Nummy Nachos. We hope to attract all types of families. We have several locations in the state of Louisiana but our main food truck is located in New Orleans, Louisiana.

Company Vision & Mission Statement

Targeted Mission Statement : We serve to give people unique things they won't have everyday, for low prices.

Vision Statement : We would like to accomplish is feeding the citizens of Louisiana for an affordable price.

Company Goals & Objectives

Our Short term goals are to make sure we have all of our supplies and resources available for the food truck. Our long term goal to finish our project by due date.

Work will together as a team !

Financial Overview

Menu

Humongous hamburgers w/ fries : ~~\$~~**4.50**

Nummy Nachos w/ shrimps : ~~\$~~**3.50**

Waffles on a stick : ~~\$~~**2.50**

Happy hotdogs : ~~\$~~**3.00**

Fantastic fries : ~~\$~~**2.50**

Extras : ~~50~~ **cents**

Drinks

Little mermade (~~strawberry~~ lemonade w/ ~~candy fresh~~ strawberry)

Small 1.50 Large 3.00

Fountain drinks \$1 small \$2 large

Free water

We cater to parties,
for this information
call ~ (504)444-8888

We hope to make up
to \$700 a week

Marketing Overview

Food Type: American Styled Food

Location: City Park and French Quaters

Attention Attractor: Bright Colors, Unique Food Names, and Affordable Prices

Flyers in Nearby Store, potential Instagram Page

Coupons: Spend \$10 get 10% off

Deals: "Buy a large fry, get a free drink."

Operational Overview

One of the main government issues in New Orleans is you have to pay a \$50 fine to apply after you get approved you have to pay about \$700 before you can get on the street.

Another constraint is not being able to park your truck everywhere.

Hours of operation : Tuesday-Saturday 12am to 12pm

On weekdays (Tues-Thurs) we will be located in City park.

On weekends (Fri-Sat) we'll be located in French Quarters.

Conclusion Statement

Our food truck & company will be successful because we have affordable pricing & OUT OF THE BOX food.

Our strengths consist of the ability to work fast and focus on the task at hand.