



How to Start a Food Truck (Checklist)

1. Choose a Name and Trademark It

- a. Decide on a name
- b. Search for similar business names
- c. File for a trademark with the USPTO
- d. Find out if your business name is available as a domain name

2. Do Market Research

- a. Survey consumers
- b. Research economic studies
- c. Study competitors
- d. Analyze the demographics of your target market

3. Choose a Location

- a. Contact the county clerk to find out where you can park
- b. Apply for a parking permit

4. Create a Business Plan

- a. Executive summary
- b. Business description
- c. Market analysis
- d. Organization management
- e. Sales strategy
- f. Funding needs

g. Financial projections

5. Secure Financing

a. Attract investors

i. Sell equity in your business

ii. Secure a private loan from friends or family

iii. Try to get crowdfunding from your community

b. Apply for a loan

i. Meet with a lender

6. Create a Legal Entity

a. Choose your legal structure

b. Register with your State

c. Get an Employer Identification Number (EIN)

d. Obtain the required permits and insurance

7. Purchase a Truck

8. Hire Employees

a. Write a job description

b. Post on a job board

c. Review applications and resumes

d. Interview candidates

e. Check references

f. Send a job offer

g. Fill out the mandatory IRS forms

9. Develop Business Relationships

a. Join a chamber of commerce or business association

- b. Attend networking events
- c. Ask for meetings with suppliers

10. Brand and Advertise

- a. Craft your brand
 - i. Write an elevator pitch
 - ii. Find out who your customers are
 - iii. Decide what kind of brand personality you want to have
 - iv. Determine what you want people to associate your brand with
- b. Connect with customers through advertising
 - i. Set up SMS marketing software
 - ii. Create social media accounts for your business