

Mobile Business Project Intro

Spend some time with your partner searching the web about food trucks in Virginia Beach. Be sure to read this article- http://pilotonline.com/business/consumer/food-truck-park-opens-at-virginia-beach-oceanfront/article_e285ad1c-2cd2-5a89-9640-96ff065091be.html Look through other websites to get an idea of how the food truck trend got started and what makes food trucks or mobile businesses successful in our area. Answer the following questions in complete sentences.

1. What did you think of the Shark Tank pitch from Cousin's Maine Lobster? Do you think they made a good deal with Barbara? I think that they made a great deal and Barbara gave them a good offer on how she was going to help the company.

2. Why have food trucks become so popular? Easy to gain access to, and people love ease in life. People also love to eat, so when you put the two together it makes people really want it.

3. What other businesses in our area are "mobile"? What do they sell? (Meaning they do not have an actual brick-and-mortar store location but they pop up around town...)

The gamerbus is a mobile business in the area and they sell the ability to play video games in a bus with your friends.

4. Have you eaten at a food truck? Been somewhere where there was a food truck? What was it like? What did you think was good or bad about their business from a customer's view? (If neither you or your partner have been to a food truck, read the reviews of a local food truck and summarize them.)

Yes I have eaten at a food truck the environment was very busy. The good part is that you know that your food is fresh but the bad part is you might have to wait longer to eat.

5. What was "The Hub" and "Eat the Streets 757" in Virginia Beach?

It is a location where people could come and try and visit food trucks that are here locally.

6. What makes a mobile business successful?

Mobile business are successful because they are easy to start up. Another one is you go to the customer instead of the customer going to you.

7. What role does social media play in a mobile business?

Social media is very important for mobile businesses because mobile businesses are always on the move or in a new location everyday. Many of these businesses announce where they're at on social media to attract their loyal customers.

8. Contact/Research a local food truck or mobile business. Describe the business in as MUCH detail as possible trying to gather information on all of the functions of marketing. What is their menu?

What does their truck look like? Where do they park? What works well for them? What types of promotions do they utilize? (Some of this info you can find online but if you can call one of them to find out this information, that would be ideal!)

Slammies is a business ran by mother and son team cooking American style food with a twist. The menu is sliders, grilled cheese, fried pickle chips, and waffle fries. The truck is blue with a sign on the side that says Slammies. The truck doesn't really park anywhere it caters for private events. What works for them is their high following on social media.

9. If you were to start a mobile business in Virginia Beach, brainstorm a list of ideas for that business (remember the more ideas the better!): 1111111

- Coffee Shop
- Italian truck, With charge cord and wifi, Expanded with seating and television+xbox, Trivia night, Karaoke
- Liquid nitrogen ice cream truck