Contents

Foreword    Matthew Geller    xi
Preface    xiii
Acknowledgments    xvii

Introduction    1

Plan: Preparing for Success    7
Is the Trucker's Life for Me?    9
Foundations for Success    18
Playing by the Rules    25
Picking a Concept    31
Assembling a Winning Team    49
The Business Plan    51
Raising Money    63
Start: Making It Happen 67
Administrative Necessities 69
Finalizing the Menu 78
Lay Out Your Kitchen 82
Procuring a Truck 87
Picking a Commissary 99
Branding Fundamentals 103
Hiring 109
Picking Vending Locations 112
The Opening Schedule 117

Succeed: Doing One Truck Right 121
Responsible Vending 123
Vending Locations 126
Managing the Team 132
Put It on Paper 135
Watching the Numbers 137
Refining the Menu 142
Social Media 145
Connecting with Customers 150