Entrepreneurship: Food Truck

Entrepreneurship: Food Truck, an *individual or team (up to 3 people) event*, recognizes participants for their ability to research and explore owning and operating a Food Truck. Participants are also recognized for their ability to prepare and execute an organized display/portfolio and an oral presentation.

EVENT CATEGORIES

Event # 80: Senior: grades 10 – 12

Event# 81: Occupational: grades 10 – 12

See page 3 of the Event Instructions & Policies document for more information on event categories.

ELIGIBILITY

Participation is open to any state/nationally affiliated FCCLA chapter member.

The Entrepreneurship: Food Truck project must have been evaluated at the Section/District level time prior to March 1 to be eligible for the State Competition.

PROCEDURES & TIME REQUIREMENTS

The participant(s) will be assigned a time for the presentation. The participant(s) must register with the room consultant 30 minutes in advance of the assigned time.

Event numbers 80 and 81 will be judged independently. Evaluators will use the rubric to score and write comments for each participant(s).

Participants will be given a **maximum of 30 minutes to set up** at a time specified by the Event Coordinator. Only the participant(s) may set up for the presentation. Others, including advisers/instructors, are not allowed in the area during the set up time.

Room consultants and evaluators will have 10 minutes to preview the display prior to the oral presentation.

The oral presentation may be up to 20 minutes in length. A one minute warning will be given by the room consultant at 19 minutes. *Participants will be stopped at 20 minutes.*

Following the presentation, evaluators will have 10 minutes to interview the participant.

Evaluators will use the rubric to score and write comments for each participant. Then evaluators will meet with each other to discuss the participant's strengths and suggestions for improvement.

The total time required for this event is approximately 60 minutes.

GENERAL INFORMATION

Spectators may not observe the presentation portion of this event.

A table will be provided. Electricity and wi-fi will be provided if possible but may not be available, participants should plan accordingly.

The participant(s) must bring all supplies and materials used in the presentation.

Presentation Elements Allowed:
Costumes/Uniforms, Portfolios, Visual Equipment for an Electronic Portfolio

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Display

The display area must not exceed 30" deep by 60" long. Any items left within the 30"x 60" area (tablecloths, storage items, boxes below the table, etc.) will be considered as part of the display. If items exceed the space limits, points will be deducted.   Each display must include the Hardcopy portfolio or the equipment to view the Electronic portfolio of required materials.

The display **must be designed to be a table top display.**

Individuals must provide all materials and props to complete the display.

The display may not exceed the size requirements.

A deduction of up to -2 points will be made for displays exceeding size requirements.

Designer Information & Truck Profile

On a **4 x 6 inch card,** type the following information. This card must be visible in the lower left hand corner of the display:
> Student's name(s)
> School name
> Year in school
> Truck/business name
> Type of food to be sold
> Explanation of why name is
>   appropriate for the truck,
>   type and customers

Oral Presentation

During the set-up/preparation time and upon completion of the food truck display, the evaluators will question the participant(s) about the display and business profile (5-10 minutes in length).

The participant(s) response should include and expand on information provided in the business profile and reference to the display. *Note cards may be used for the oral presentation.*

GENERAL INFORMATION

Hardcopy Portfolio

The portfolio is a collection of materials used to document and illustrate the work of the project. The required materials must be contained in a 1" red or white binder. A decorative and/or informative cover may be included. All materials including the *content divider pages* and tabs must fit within the cover, be one-sided, and may not exceed more than 35 pages: 1 *project identification page,* 1 table of contents page, 1 *Planning Process* summary page, 0 – 8 *divider pages,* and up to *25 content pages* including the documents listed below. Printed pages should be double spaced with bolded headings, 12 point font and 1" margins. *Divider pages* may be tabbed and may contain a title, a section name, *graphic* elements, thematic decorations, and/or page numbers; they must not include any other *content.* All pages except *divider pages* must be "8 ½ x 11". The *hardcopy portfolio* will be turned in to the room consultant at the designated participant time. Once it has been turned in, participants may not switch to an *electronic portfolio.*

Electronic Portfolio

An *electronic portfolio* may be either in PowerPoint, Prezi or other electronic format that can be viewed by the evaluators and room consultants prior to the oral presentation.

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Electronic Portfolio

 The *electronic portfolio* and the hardware (method) to view it (i.e., *equipment, files, projectors, screens, laptops)* will be turned in to the room consultant at the designated set-up time. Participants assume the responsibility of providing the *technology* used to show the evaluators the project. Once an *electronic portfolio* is turned in to the evaluators, participants may not switch to a *hardcopy portfolio.* Electronic portfolio may not exceed 60 slides as described below:

Hardcopy or Electronic Portfolio:

Project Identification Page: One slide or one 8 ½ " x 11" page on *plain paper*, with *no graphics* or decorations; must include participant's name, chapter name, school, city, state, and name of business.

Table of Contents: One slide or one 8 ½ x 11" page that lists the parts of the *portfolio* in the order in which the parts appear.

FCCLA Planning Process Summary Page:
Two slides or one 8 ½ " x 11" summary of how each step of the Planning Process was used to plan and implement the project; use of the Planning Process may also be described in the oral presentation.

The following sections combined maybe up to 25 8 ½ x 11" pages for a Hardcopy Portfolio or up to 49 slides for the Electronic Portfolio.

Food Truck Theme: Choose ONE food theme for your truck/business. Successful food trucks specialize in one concept – not many. This theme will be the foundation for all your other decisions relating to your food truck business. Summarize your business plan in 2 – 3 paragraphs. Use a clever story

to persuade the evaluator why the business will be successful. What will you sell? Who will buy it? Where will you be located?

Target Market: An important element of marketing is the selection of the target market or markets: the people an operation intends to pursue as customers. Consider the following:

Who? What kind of guests are you targeting? Age range? Culture? Occupation?

What? Price point? Menu options? Sustainability?

Where? Where is your target market located? Will your truck travel or be on a permanent site?

How? How are you going to reach your target market? How will people know about your business? Will you use social media?

What government regulations are there for food trucks? Permits? Legal constraints? City ordinances?

Marketing: Every business needs a brand and image to identify themselves to new customers. No customers = no money! An example is McDonald's has the golden arches and the "I'm lovin' it" concept. Address each of the following ways you will use to create a marketing plan for your business:

Radio Commercial – Type the script for a one-minute radio commercial advertisement for your food truck.

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Social Media Campaign – Assume that you are using social media accounts on Facebook, Instagram and Twitter to promote your food truck. Include at least 4 posts that you would use.

Slogan/Logo – Create a professional logo to use for your business. It should also include a one-liner slogan that will build familiarity with your business.

Community Involvement – What local events or businesses can you use to advertise your truck business and menu. What will you do to include the community in your marketing?

<u>***Menu***</u>: One of the most important interactions people have with a given food truck operation is through the menu. It is where sales are initially won or lost! As a marketing tool, the menu functions in three ways:

1. Informing guests about what the business offers

2. Selling products

3. Creating identity

Create a menu that includes the following:
    * 8 – 10 menu items total
    * fits the theme of the food truck
    * prices of each item

Choose one menu item to do a comprehensive shopping list and price analysis on. The price that you charge customers must be economical for both your business and the customer. Use the "Product Analysis" form provided to complete this portion.

<u>***The Truck***</u>: Design a Food Truck on paper then construct and design a ***three dimensional*** food truck.

* Design a Food Truck on paper either using the template provided or creating one of your own.
* Use any materials you would like to design your unique three dimensional food truck. For example: cereal boxes, shoe boxes, soda bottles, styrofoam cups, popsicle sticks.
* Maximum size of the three dimensional truck is 2' long x 1' wide x 1' high.
* Place a window where the food will be served out of
* Color is an integral part of your food truck's design. It should communicate messages about your brand. It may represent the food being served, a certain mindset, or experience.
* Display your food truck name in large legible letters. Use images or iconography that represent your brand.

Portfolio Appearance: *Portfolio* must be neat, legible and professional and use correct grammar and spelling.

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Oral Presentation

Organization/Delivery: Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize research.

Knowledge of a Food Truck Business: Present knowledgeable and relative data pertaining to a food truck business.

Use of Portfolio: Use portfolio to describe all phases of the project. Refer to the portfolio when appropriate in the oral presentation.

Voice: Speak clearly with appropriate pitch, tempo, and volume.

Body Language/Clothing Choice: Use appropriate body language including gestures, posture, mannerisms, eye contact, and appropriate handling of notes or note cards if used. Wear appropriate clothing for the nature of the presentation.