

Business Concept

Pizza Truck

February 10th, 2020

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1) Describe the business idea / concept and its key features

The business idea of the Pizza Truck is to be in several spots to make a homemade fresh full-size pizza close to residence as well as near commercial. Pizzas are made with fresh ingredients with a different style or flavour straight out of the portable oven that customers can choose from. Also, consumers can place their orders by phone for a pick-up. With the pizza selections, the amount of time would be short due to the light seasoning inspired by European recipes.

2) Describe *how* the business concept is compelling?

What need does the concept fill?

- The concept of the pizza truck would be compelling for anyone who enjoys an affordable fresh pizza on the go. Marketing strategies such as Instagram, Pinterest and others would need the concept fill. Promoting lower cost on good pizza quality will also be compelling to people.

Does it fill a need in a new or interesting way?

- If necessary, yes. In addition, consistency plays an important role to attract customers.

How is the concept unique or different from others in the market in some way?

- Based on my experience, most food trucks that operate on the streets of Toronto mostly sell foods like hot dogs, sausages and fries, or other fast-service foods. It is barely seen that they sell the pizzas. So pizzas can attract people by making the difference.

What trends or opportunities does it take advantage of?

- Pizzas can make a difference from other common-seen fast food, also, even most commercial pizzas do not seem healthy, but we can work on adding healthy ingredients on that so that we can see we care about people's health. We are not only selling the pizzas on the spot but also can cooperate with the delivery service with Uber.

3) Describe to whom the business concept is relevant or compelling?

The business concept can be relevant to all genders and all ages and to anyone that searches a good value for a great taste as well as people who appreciate simple ingredients with a unique freshness of pizza just around the corner.

Relatively, the convenience of purchasing food is in the norm and common in our social life, also pizzas are shareable so any group can be compelling with students.

4) Describe why the business will be successful and what potential is associated with the business?

A pizza business truck is a good venture, and it would be successful because of the following reasons. Firstly, to start a pizza truck business requires very minimal capital. Furthermore, comparing the food truck business with a restaurant, the capital required is a competitive advantage. Consequently, the money that would be saved to open a vast restaurant can be used in catering for other costs of the business. The only value in opening a pizza truck business is the cost of buying the truck or hiring one. Furthermore, the cost of equipping the car with the necessary equipment is low.

Contrariwise, another primary key to the success of the business is that it requires little operation cost. When opening a restaurant, it involves a lot of operational investment, like paying for electricity bills and a wide range of employees. Furthermore, for a restaurant, there are high tax bills. On the other hand, starting a pizza truck business will require a little operational cost since the company will need less staff (Mintzer, 33-34). Furthermore, the taxes of the food truck are relatively small.

Consequently, food trucks attract more customers. The main reason for attracting the customer is that pizza from the food truck will be relatively pocket-friendly. Furthermore, the food truck is usually clean and maintains a high level of hygiene. The potentials of truck business are the ability to experiment with locations. A study shows that many restaurants fail within the first year of marketing, mainly because of poor location and high rentals.

However, for food trucks, this problem does not affect them since they can change location anytime. Furthermore, it also allows the truck business to have the potential to grow. Another critical potential of the company is that it has the potential to expand and become a brand. The food truck business can be the platform for creating a brand. When the market starts to grow, it is possible to buy more trucks.

References

Mintzer, Rich. Start your own food truck business: Cart trailer kiosk standard and gourmet.
Trucks. Mobile Catering Bustaurant. Entrepreneur Press, 2015.