

Panel #1 Food Truck

Required Portfolio Elements:

- ❑ **Completed Business Plan:** All sections of the business plan (Mission Statement, Company Description, Services and Products, Organization and Management, Market Analysis, Marketing and Sales, and Funding) must be completed and **IN THE OUTLINE FORMAT**. The outline format can be found digitally on Shiloh's class website at <http://a3shiloh.weebly.com>.
- ❑ **Business Plan Speech:** You should **NOT** read directly from your business plan at panels. You also should **NOT** simply hand over your business plan to the panel and expect them to read it. You should have a short 3 to 5 minute speech that highlights the important aspects of the business plan. Your speech should highlight information from:
 - Mission Statement
 - Company Description
 - Services and Products
 - Marketing/ Marketing & Sales
 - Funding Request/ Cost Analysis
- ❑ **Initial Logo:** You must have at least 2 designs of the logo for your food truck. This should be on the "Company Logo" page of the outline in the appendix
- ❑ **Recipe for Signature Item:** You must have a recipe printed up for your signature item. Keep in mind that we have limited cooking resources here at the school. We will have hot plates available but not much else. If your recipe includes baking or any special equipment, you need to plan on making it at home. Also if your recipe includes expensive or exotic ingredients, you will have to purchase those on your own.
This recipe should go on the "Recipe" page of the outline in the appendix.
- ❑ **Calendars:** The calendar pages already have important dates for the class such as panels. Your group must put in their own individual deadlines such as "First night of cooking" or "Menu design completed".

Expectations:

- All documents should be typed and should use the provided outline (calendar can be filled in by hand)
- Your folder should be well organized and neat, no crumpled up papers.
- All group members should dress professionally.