

Panel #2 Food Truck

Required Portfolio Elements:

- Revised Business Plan:** Use the feedback given during Panel #1 to revise your business plan. If any of the sections were missing, not typed or not in the outline format, make sure to update them and get them in your portfolio.
- Business Plan Speech:** In Panel #2 you will be talking about what revisions you made to your business plan using the feedback from Panel #1. If you have added sections that were missing, please show the panel those sections.
- Final Logo:** You must have the final logo for your food truck. This should be on the “Company Logo” page of the outline in the appendix.
- Sign Design:** You should have a design for the sign that will be on your booth during confluence. This should include dimensions and material needs. Remember your booth for confluence will only be 6 feet by 6 feet.
- Truck/Cart Design:** Use the truck design or cart design page of the outline to design your wrap.
- Facebook Page:** You should have a Facebook page for your company that lets the public know your hours, location, specials and any other pertinent information about the company. If you have any other social media advertising, such as Twitter, please show this at panels as well.
- Menu Design:** This menu should feature your signature item, but also describe other items available. It should be aesthetically pleasing and the menu items should compliment each other. This should go on the “Menu” page of the outline.
- Signature Recipe Samples:** You will be bringing in samples of your signature item for the panel. You will need at least 5 samples which should be presented in a visually appealing way. **REMEMBER**, we only have a few hot plates here at the school so if you need to bake your item, you will need to find time to do that at home. **ALSO**, if you are using exotic or expensive ingredients, you must purchase those on your own.

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.