

Group Members

Overall Grade

Food Truck Name:

Business Plan:

Company Description

- The company has reasonable hours and employee needs.
1 2 3 4

Services and Products

- The company is providing a unique food item that fills a niche in the local market.
1 2 3 4

Marketing and Sales/ Market Analysis

- The company has clear, well thought out marketing strategies that seem reasonable and fit the truck's needs.
1 2 3 4

- The company has a reasonable, and thought out method to price food items.
1 2 3 4

- The company has realistic sales goals.
1 2 3 4

Funding Request/Cost Analysis

- The funding request seems reasonable and well thought out.
1 2 3 4

General Presentation Components

- All group members engaged and have a meaningful role.
1 2 3 4

- Group has a sense of professionalism.
1 2 3 4

Design Elements and Advertising:

Logo/Sign Design

Swag Design

Truck/Cart Design

Facebook Page

Grading:

- Designs look professional.

1 2 3 4

- Designs are aesthetically pleasing.

1 2 3 4

- Designs effectively convey the company's image.

1 2 3 4

Food and Menu:

Menu

- Menu is aesthetically pleasing.

1 2 3 4

- Menu items compliment each other.

1 2 3 4

Signature Recipe

- Signature recipe is flavorful and unique.

1 2 3 4

- Presentation/Plating of the food is visually appealing.

1 2 3 4

Comments: