

## Food Truck Challenge Brief

*Print one per group or share digitally.*

### FOOD TRUCK TYCOON — CHALLENGE BRIEF

You and your team are going to open a food truck. Like any smart business owner, you will not just guess what to sell — you will use real data. The class survey you completed is your market research. Your job is to:

- Use the class data to decide what your food truck will sell.
- Build a simple business case: does your menu make financial sense?
- Create a brand identity: a name and logo for your food truck.
- Share your concept at the class Food Truck Expo.