



## Affordable Food Cart Rentals LLC

### Business Start-Up Guide

This information is for educational use only: We are not financial advisors, attorneys, or accountants; you should consult the proper professional for advice in your business.

Are you ready to start your own mobile food trailer? Whether you're experienced in the food business or not, AFCR can help. We've compiled this document to help new vendors get everything for a smooth startup.

#### **Advantages of a food truck business**

- ★ Freedom
- ★ Mobility
- ★ Low Overhead Cost & Initial Costs
- ★ Different Locations (Experiment)
- ★ Business Ownership
- ★ Attract customers
- ★ Easy to maintain and operate
- ★ Catering Options
- ★ Abundant Opportunities

#### **Early Business Preparation** ▼

##### **Capture Business Name & Domain name**

Decide on a name for your business - all of your branding and signage will include it! Here is a website in case you're having trouble coming up with a business name: <https://www.businessnamemaker.com>

✧ When you have finalized your name, make sure to register a web domain that includes the name of your business ✧

Here are some helpful links to set your domain name on the web:

- ★ <https://www.wix.com>
- ★ <https://www.domains.google>
- ★ <https://www.yola.com>

(While registering your domain name, consider registering your email and social media accounts, such as Instagram, Facebook, Twitter, etc.)

## **Make your existence known!** *Include Social Media - Business email*

Off the bat, you want to create a business profile for your business on every social media platform. Consider registering a *business email* along with the potential social media platforms you're pondering to help boost your business profits and margins.

Begin by establishing your business name on every social media platform and/or other future resources that'll be used to promote the business. Sometimes other creators or future vendors can accidentally occupy the exact domain name, therefore it's crucially important to make your existence known as soon as possible.

*(Keep in mind- time needs to be set aside to update your business profiles- (business features in general) in order to maintain customers engaged and up to date!)*

Instagram	Twitter	Facebook	Youtube	TikTok	Pinterest
	Snapchat	LinkedIn	Always look for new socials!		

## **Social Media Guide** ▼

**Social media tips-** Valuable for businesses of any size or industry. That's why finding customers on social media can be a powerful and valuable tool that makes a direct impact on your sales and bottom line (total sales).

Ways customers will interact with your business posts:

- ✧ Being responsive
- ✧ Offering promotions
- ✧ Providing educational content
- ✧ Sharing interesting visuals
- ✧ Offering exclusive content
- ✧ Providing behind-the-scenes content
- ✧ Being funny

**Identify your social audience-** Most marketers will tell you the first place in creating a successful campaign is getting to know your audience, and the same goes for social media. Regardless of having an understanding of who your audience is, there is social data you can utilize to verify your understanding. To get a better understanding of who your audience is there are social data tools you can maneuver to validate your understanding such as [Sprout Social](#).

**Build relationships with engagement-** Having solid foundations with your customers is a tremendous way to keep them excited about your business. When you have customers who have enthusiasm for your business, not only will they continue to purchase from you, but they'll inform

their friends and family, maybe even market for you. This is why building stronger customer relationships is an essential part of business and marketing. It's smarter to retain loyal customers and continue to build customer relationships than to try to solely convert new ones. Engagement with your customers can lead to an increase in the customer lifetime value and reduce customer turnover or improve customer loyalty. Engaging with your audience with the help of social media is critical.

**Search socials for new opportunities-** Even though there are notorious social media used by the majority of the population, there are always other apps in the works to be used for the same purpose. Getting your business name out there may be a difficult process but having social media benefits and advantages for your business. Following your customers/ audience is a great way to interact and stay connected simply by:

- Give them a simple like or favorite.
- Actively reach out to them

**Create a social content calendar-** Having a calendar filled with content ideas not only encourages you but motivates your customer base toward your business. The value of your benefits could potentially put you at a profitable advantage compared to other businesses due to the comfort of a content calendar. This can be a game changer for you and your company!

### ***Creating Content- Marketing and Promoting***

- ✧ Redesign website (Stay up to date on trends)
- ✧ Youtube channel = Great entertainment, success, and financial benefit (blog)
- ✧ TikTok: Short videos (attention grabber)
- ✧ Twitter: Corny food tweets/ giveaways (food pictures)
- ✧ Collaborations (local businesses or national)
- ✧ Merchandise (clothes, accessories, stickers, etc.)
- ✧ Loyalty rewards (punch cards, app, coupons, etc.)
- ✧ Trade shows (Booth events, fairs, carnivals, parties, etc.)
- ✧ Market research (designated area)
- ✧ Invest in local advertising
- ✧ Pinterest: Create a theme board for your business (continuous add)

### ***Monitoring Social Media***

The purpose of monitoring social media is to be able to determine, and analyze all your business marketing/ promotion. When monitoring your socials you'll be able to determine:

- Share of voice
- Social sentiment analysis

- Social ROI
- Trends
- Relevant hashtags and keywords

**Post your content at optimal times, posting at specific times performs better than others.**

**Here are the best times to promote: “The Best Times to Post on Social Media in 2023 [New Data]”**

Instagram	Facebook	Twitter	LinkedIn	Pinterest	YouTube	TikTok
<u>Saturday's</u> ◇ 6-9pm 23% Marketers  ◇ 12-3pm 21% Marketers  ◇ 3-6pm 20% Marketers	<u>Friday &amp; Saturday</u> ◇ 6-9pm 25% Marketers  ◇ 12-3pm 21% Marketers	<u>Wednesday &amp; Friday</u> ◇ 9-12pm 23% Marketers  ◇ 12-3pm 22% Marketers  ◇ 3-6pm 21% Marketers	<u>Mon., Wed. &amp; Tue.</u> ◇ 9-12pm 25% Marketers  ◇ 12-3pm 24% Marketers  ◇ 3-6pm 16% Marketers	<u>Friday's</u> ◇ 3-6pm 29% Marketers  ◇ 6-9pm 20% Marketers	<u>Friday &amp; Saturday</u> ◇ 6-9pm 23% Marketers  ◇ 3-6pm 22% Marketers  ◇ 12-3pm 18% Marketers	<u>B2B- Thur. &amp; Sat.</u> <u>B2C- Sat. &amp; Sunday</u>  ◇ 6-9pm 27% Marketers  ◇ 3-6pm 22% Marketers  ◇ 12-3pm 20% Marketers

**Create an effective posting schedule-** Given that social media has an increase in engagement during specific days of the week and hours of the day, you'll still need to customize your approach. Potentially the approach you choose will have to be tailored to the audience you're intended to reach.

### **Find the best #'s (hashtags)**

- **WhatTheTrend:** You're able to view global, nationalism and trends that are specific to your city. Hashtags can be tracked by the day or by the month, the basic service is free but if you want more options then it becomes a paid service.
- **Hashtags.org:** The website helps you see hashtags that have been trending over the last 24 hours. If you'd like to store hashtags to monitor them then you'll need to upgrade paid service.
- **Trendsmap:** Realistically only used for local business since its main focus is finding hashtags by city, country, or continent on a world map.
- **Social Media:** Usually social media apps show trending hashtags to help boost your post.

**Audit your social presence-** Don't know what an audit is? It's the process used to measure the success of your social strategy across accounts and networks. The audit identifies strengths, weaknesses,

and future steps to improve your business. After the audit, you'll have all the information you need to succeed in the business industry.

**Create great visuals-** Visuals are a great way to capture the attention of your customers as well as new customers who are simply checking out your business. The inclusion of visuals is essential to creating content for your business to captivate your audience and others as well! With that being said your customers will leave with memorable and positive things to say about you and your business!

The online presence is the perfect example of willingness and the pleasure to interact with your audience along with developing personal relationships beyond marketing/promoting within the community.

### **Oregon's 5 Most Common Business Organization Structures**

Primary considerations when selecting a business organization structure are ownership, liability, management control, and taxation. While there are other things to consider, if still unsure which business structure to decide on, consult a certified public accountant, Oregon's Small Business Development Centers, State licensing, regulatory agency, and attorney.

<b>Structure</b>	<b>Sole Proprietor</b>	<b>General Partnership</b>	<b>Limited Liability Company</b>	<b>Business Corporation</b>	<b>Nonprofit Corporation</b>
<b>Registration</b>	No, except for Assumed Business Name	No, except for Assumed Business Name	Yes, File Articles of Organization & Annual Reports	Yes, File Articles of Incorporation & Annual Reports	Yes, File Articles of Incorporation & Annual Reports
<b>Governing Document</b>	Business Plan Recommended	Partnership Agreement	Operating Agreement	Bylaws	Bylaws
<b>Ownership</b>	1 Owner	2+ Partners (Owners)	1+ Members (Owners)	1+ Shareholders (Owners)	No owners, Assets must be given to another nonprofit upon dissolution
<b>Liability</b>	Unlimited personal liability for debts of the business and yourself	Unlimited personal liability for debts of the business including your partners' actions	Members (owners) have limited liability for debts of the LLC	Shareholder liability limited to the loss of their paid-in investment	Operators are not personally liable for debts of the business

<b>Management Control</b>	Owner makes decisions	Partner control and decision-making responsibilities are defined in a partnership agreement	Member managed or owners may appoint a manager per the Articles of Organization	Shareholders elect directors to oversee policies and appoint officers	May have members who may elect directors. Must have directors to oversee policies and appoint officers
<b>Taxation</b>	Owner reports and pays taxes on personal tax return	Each partner reports and pays a share of taxes on personal tax return	Choose to be taxed as a partnership or a corporation for income	Corporation pays taxes on income. Shareholders pay taxes on dividends.	Nonprofit pays taxes on income unless tax exempt

**Business Registration- Certificate of Compliance (COI)-** All businesses are required to register the new business in their designated state. For Oregon, you can go to your [Secretary of State's website](#). This process will allow you to *claim your business name*, the first important step in starting your business. There is a \$50 fee if you'd like to register as a DBA (doing business as), sometimes a DBA may be required. You'll also register your associated contact information (phone number, email, and mailing address - these can be changed later as needed). Completing this registration will provide you with an employer identification number (EIN), a necessity for opening a business bank account and filing tax returns.

### **Pre-administrative ▼**

Below are (potential) prerequisites for the purpose of successfully opening your business doors to the public. If applicable, not everything can/will apply to everyone.

**Fund your business!-** When looking for ways to fund your (new) business it welcomes room for improvement in quality and service to your customers. Now your food truck/trailer business is bound to succeed in the competitive market. To do so, there are several ways for business funding, you need to consider the funding type you prefer.

Remember, always look for ways to seed money into your business but as for now, here are a few resources!

- ★ In order to fund your (new) business, you'll need to create a "[Solid Business Plan](#)"
  - \* Good standing credit for both personal and business credit to increase the chances of receiving (a) business loan(s).
- ★ You may qualify for a loan advance if you already have a payment loan
- ★ [Net credit](#)- \$10,000 loan
- ★ [Small Business Assistance](#)
- ★ [Business Oregon](#)
  - ↳ Emerging Small Businesses- <https://www.oregon.gov/biz/programs/COBID/ESB/Pages/default.aspx>
- ★ Square Loan- <https://squareup.com/us/en/banking/loans>

- ★ Usually, people will entail an “equipment loan” to help lease the trailer including supplies needed for their business.
- ★ If your truck idea includes providing a public service or benefit to the community, obtain sponsors!
- ★ Begin selling in fair booths, farmer’s markets, festivals, pop-ups, etc.
- ★ Crowdfunding!

The bottom line to survive is having enough money/funding (capital) for your start-up and for any unexpected needs. Reasons for a business to fail may be poor management but for the most part not having sufficient funds may take a toll on your business.

**Location research-** Find ideal locations: Food pods, parks, beaches, gas stations, downtown, empty parking lots, and think about high foot traffic. While researching for a location consider the zoning and parking regulations/laws. You might need a commercial or non-commercial permit.

Many food carts choose to set up operations at *food cart pods*. They’re lots clustered with multiple food carts, anywhere from 2 to 30+. Food cart pods tend to avoid overlap in cuisine types, so when choosing a location, be on the lookout (for example, a food cart pod may not want multiple pizza carts competing for the same business).

- ★ Key: Knowing who your customers are, what they enjoy, and where to find them.
- ★ Do the research and choose your location wisely!

**Food handlers-** You must have a food handlers permit if you’re involved with preparing and/or serving food. Visit the Oregon [Health Authority](#) to find a designated county. If not found, use approved websites: [eFoodcard](#), [Oregon Food Handler Card](#), and [Oregon Restaurant, and Lodging Association](#).

**Seller’s Permit-** With this permit, you’ll receive benefits you wouldn’t have considered.

- ★ With the Seller’s permit, you can purchase food and equipment at wholesale prices, automatically excluding the service tax fee.

**Propane permit-** To make full use of your food cart, your larger cooking equipment will likely utilize either propane or natural gas. Most larger kitchen equipment available in food carts, such as fryers, stoves, and griddles, operates on one of these energy sources.

**Ordering Ingredients & Restaurant Supplies-** Any successful food business understands that in order to generate good profit margins, you’ll need to order your food ingredients and restaurant supplies in bulk. Paying retail prices for food products is significantly more expensive than paying bulk or warehouse prices. There are many suppliers across the US providing bulk food products, accessories, and supplies for restaurants.

## Handling Ingredients and Supplies

- Types of food that need to be date-marked
- When date marking is not required
- How long date marked foods can be stored in the refrigerator
- Importance of date marking

## What foods need to be date-marked? Ready-to-eat (RTE) foods

1. Must be kept hot/cold or used within 4 hours (time/temperature controlled).
2. Are no longer sealed in their original packaging.
3. Will not be used within 24 hours.

## Why is date marking important?

- ★ There is a bacteria called *Listeria monocytogens* that can grow on refrigerated foods.
  - ★ Within 7 days, *Listeria* can grow enough to become very harmful to the elderly, pregnant women, newborns, and immune-compromised individuals.
  - ★ Improper date marking can also cost you points during an inspection.
- OAR 3-501.17 = **-3** points (*or -6 points if a repeat violation*)
  - OAR 3-501.18 = **-5** points (*or -10 points if a repeat violation*)

For more information on Datemarking please visit, [OHA's Datemarking Fact Sheet #27](#)

Link:

<https://www.oregon.gov/oha/PH/HEALTHYENVIRONMENTS/FOODSAFETY/Documents/FactSheet27Datemarking.pdf>

**Cooking equipment-** At AFCR, we provide one piece of cooking equipment free of charge with each mobile food trailer rental, in addition to the provided fridge/freezer combo. This will be your choice of one from our selection - either a 4-burner stove, griddle, or charbroiler.

**Restaurant supplies-** Here are a few commercial restaurant supply stores around the Portland metro area:

- ✧ Pitman Restaurant Equipment (SE)
- ✧ Bargreen Ellingson Restaurant Supply (NW)
- ✧ Hongs Inc. Restaurant Equipment and Supplies (SE)
- ✧ Star Parts West Restaurant Equipment Parts and Used (S, SE)

**Commercial Food Suppliers-** Ingredients are the key to your food. Customers can taste the difference between cheap and extraordinary quality ingredients. Included are food service suppliers around the Portland metro area.



✪ Investing in good-quality ingredients → *makes a difference* ← ✪

- ✧ US Foods (SW, SE, NW)
- ✧ Restaurant Depot (SE & N)
- ✧ Pacific Foods Distributors (SE)
- ✧ Graziano Foodservice Inc. (S, SE)

**POS Systems-** Point of Sale systems, or POS, are portable devices that allow you to take credit card payments easily. They require an internet connection, so make sure your food cart has access to WiFi if you are planning to take non-cash orders. Square and Toast are two of the most popular and reliable POS brands. POS sales generally take a percentage of 2 to 3 percent, so consider this when deciding on which system best suits your business.

**Other POS+Platform Options- not listed**

- ✧ Revel
- ✧ Epos Now

**Most used POS Systems:**

<p style="text-align: center;">Toast</p> <p>Rate: 9.8</p> <ul style="list-style-type: none"> <li>- Contactless payments</li> <li>- Online ordering &amp; flat fee delivery</li> <li>- Portable POS handhelds</li> </ul>	<p style="text-align: center;">TouchBistro</p> <p>Rate: 9.1</p> <ul style="list-style-type: none"> <li>- For restaurants of all types &amp; sizes</li> <li>- Customize add-on products</li> <li>- Boost sales &amp; bottom lines</li> </ul>	<p style="text-align: center;">Clover</p> <p>Rate: 8.9</p> <ul style="list-style-type: none"> <li>- All-in-one POS &amp; payment system</li> <li>- Take orders over the phone, in person, or online</li> <li>- Easy-to-use software</li> </ul>	<p style="text-align: center;">Square- Rebranded "Block"</p> <p>Rate: 8.2</p> <ul style="list-style-type: none"> <li>- On a budget</li> <li>- Connect front &amp; back of house</li> <li>- Reach new customers</li> </ul>
---	---	--	---

**Menu & signage-** Make sure your food business name is clearly visible on your food cart, along with your menu, open hours, and large well-lit printed photos of your food. Consider providing hand-out menus in addition to a larger fixed-sign menu. Having a professionally printed sign is a crucial addition to your food cart.

**Some signage options to consider:**

- ✧ Vinyl decal
- ✧ Vinyl wrap banner
- ✧ Mounted Sign (Metal, plastic, or wood)
- ✧ A-frame sign: A portable outdoor sign that stands up on its own, like an easel. There may be a fee to , depending on the location.

On your menu, include a phone number for ordering, plus advertisements for any delivery apps you've partnered with.

**Sign Manufacturers:** (around the Portland area)

- ✧ Signs Now
- ✧ Vision Signs
- ✧ Fast Signs
- ✧ Budget Instant Signs

✧ The Sign Company

✧ Your local sign maker!

**Managing Customers-** Your customers are the lifeblood of your business. Not just in the revenue they provide, but in the relationships they may cultivate with your business. Serving delicious, well-presented food, leaving your customers with a positive dining experience, having a personable demeanor, and consistent good-natured interchanges- these are the X-factors that can influence repeat business and cultivate a base of regular customers. In most cases, for established food businesses, returning and regular customers account for a sizable portion of profits.

Some businesses make use of a “punch card”. This is more common in beverage establishments, such as coffee or smoothie shops, but not uncommon in food carts. Punch cards can be an effective tool for incentivizing repeat customers. (Example: After your 10th sandwich purchase, trade in your punch card for a free sandwich).

*Food specials* are another great means to encourage repeat business. Whether you choose to add seasonal options, month-long menu additions, or for one weekend only, specials can be a fun and exciting way to temporarily change up your menu. (Not to mention the ability to try out new recipes for potential permanent menu inclusion).

**Open A Business Bank Account-** Once your business is registered with the state and you have your EIN (see “Certificate of Compliance” above), you’ll be able to apply for a business bank account. Inquire with your bank or credit union of choice about your business banking options. For taxes and accounting, it’s a must to keep your business purchases separate.

Here are the [requirements](#) to open a banking business account:

- ✧ EIN (Employer Identification Number)
- ✧ Business formation documents
- ✧ Ownership agreement (if applicable)
- ✧ Business License

**Permits and Licenses-** Keep in mind that fines with the highest fees are within heavy traffic areas.

- ✧ [Mobile Unit Food License Application](#) for a new or previously licensed mobile unit
- ✧ Business tax certificate - Be able to lay out your business. Helps stay compliant with tax season.
- ✧ Mobile food facility permit- Ensures the business is compliant with local food safety and worker safety standards.
- ✧ Food handler’s permit
- ✧ Seller’s permit
- ✧ COI- Certificate of Insurance for business insurance policy


**Signing Contracts (Landlord)/ Rental Agreement-** After you've obtained permits and licenses for your mobile unit you're ready to sign a rental agreement. Whether it's in a food pod community, around the corner, or next to a gas station, the majority of landlords will require a lease to sign for the placement of the mobile unit.

When you've decided on a location for your food trailer and signed a lease, it's important to list your address on Google Maps so that customers can easily locate you. This can be done by creating a [Google Business Profile](#) and adding your business address. (Be sure you have access to that location's mailbox - Google will send a physical piece of mail to that location for verification).

**Pin Your Business On Google-** Make sure your business profile is verified before in order to be eligible.

### **Android Version ▼**

#### **Add your business through Google Maps**


1. On your Android phone or tablet, open the Google Maps app
2. Search for your business and choose the correct one
3. Scroll down > tap Claim this business 

#### **Claim your business through Google Maps**

1. On your Android phone or tablet, open the Google Maps app
2. In the search bar, enter the business name and choose the correct one
3. In the Business Profile, tap **Claim this business > I own or manage this business**
  - ❖ To choose a different business, tap **I own or manage another business**
4. Select a verification option, and follow the on-screen steps

### **Apple Version ▼**

#### **Add your business through Google Maps**

1. On your iPhone or iPad, open the Google Maps app
2. Search for your business and choose the correct one
3. Scroll down > tap Claim this business 

#### **Claim your business through Google Maps**

1. On your iPhone or iPad, open the Google Maps app
2. In the search bar, enter the business name and choose the correct one
3. Tap **Claim this business > I own or manage this business**
  - ❖ To choose a different business, tap **I own or manage another business**
4. Select a verification option, and follow the on-screen steps

**Lease agreement with Affordable Food Cart Rentals-** At this point, you'll have visited and looked at the food carts AFCR has manufactured and decided on the cart. The next step is to sign a lease with our lease manager, Imelda. After signing the lease, AFCR will work accordingly with you until you have completely received the food cart.

**Food Cart License-** The county in which you will be doing business will require a license for your business and its associated mobile food trailer (food cart). This involves paying a fee and scheduling a plan review process. For Portland residents, more info can be found on the [Multnomah County website](#) under "Plan review process" you'll find the [Plan Review Packet](#).

- ◆ As part of our lease agreement, AFCR provides its food trailer tenants with their county's necessary documentation for obtaining this license, including blueprints ◆

Plan Review Packet or a local public health authority contact- All of Oregon's (known) Counties

\*Unable to find

<a href="#">Baker County</a>	Harney*	<a href="#">Morrow County</a>
<a href="#">Benton County</a>	<a href="#">Hood River</a>	<a href="#">Multnomah County</a>
<a href="#">Clackamas County</a>	<a href="#">Jackson</a>	<a href="#">Polk</a>
Clatsop*	<a href="#">Jefferson</a>	Sherman- NCPH*
Columbia*	Josephine*	<a href="#">Tillamook</a>
<a href="#">Coos Bay</a>	<a href="#">Klamath County</a>	<a href="#">Umatilla</a>
<a href="#">Crook</a>	<a href="#">Lake</a>	Union*
Curry: Public health services 971.673.0440*	<a href="#">Lane</a>	Wallowa*
<a href="#">Deschutes</a>	<a href="#">Lincoln</a>	Wasco- NCPH*
<a href="#">Douglas</a>	<a href="#">Linn</a>	<a href="#">Washington</a>
Gilliam- NCPH*	<a href="#">Malheur County</a>	Wheeler*
Grant*	<a href="#">Marion</a>	Yamhill*

As part of our lease agreement, AFCR provides its food trailer tenants with their county's necessary documentation for obtaining this license, including blueprints. Once the plan has been approved, you will be required to schedule a pre-opening inspection to verify that your business, menu, and food cart comply with the law. When you pass the inspection, you will be mailed your license to be posted visibly inside the cart. If you

move locations or change your menu, you'll need to reach back out to inform the county with the updated information.

**General Liability Insurance-** You are responsible for providing insurance for your business and covering your rented food trailer. AFCR assumes no liability for damages done to food cart units for the duration of the lease. AFCR can refer vendors to insurance agents experienced in food cart insurance.

**Projected Seasonal Winter Slow-down-** Be aware of the Winter season, considering that the public is encouraged to stay indoors due to safety issues. At this point, we've seen an increased slowdown triggering a loss in revenue/profit for food truck businesses. However, there's a probability of making a decent amount of money during the Winter season depending on the type of cuisine, menu, seasonal favorites, etc. Therefore, it's crucially important to maintain and implement new ideas for your business to build strong relationships with regular customers or new customers during the projected seasonal slowdown.

## **Expanding Your Food Cart Business ▼**

**Online & Delivery Apps-** Maintaining an online presence is a great way of getting the word out about your food business. By posting on social media accounts such as Facebook, Twitter, TikTok, and Instagram, you have the ability to reach potential customers who may have otherwise been unaware of your food.

In addition to social media, maintaining a website for your food business is a must. Your website should contain basic information about your business, along with a menu, address, and links to your social media accounts. Importantly, it should also contain well-shot and well-lit photos of your food.

Delivery apps, in the last decade, have become an essential part of operating a food business. Take-out and delivery, which were once the territory of Chinese take-out and pizza restaurants, have branched out into every cuisine category. There are pros and cons to using delivery apps, and it is worth considering which apps, if any, you'll be using for your business.

### **The most commonly used delivery apps are:**

- ✧ Uber Eats (also owns Postmates)
- ✧ Doordash
- ✧ Grubhub (also owns Seamless)

### **Other delivery apps used:**

- ✧ Toast TakeOut
- ✧ ChowNow
- ✧ Delivery.com
- ✧ Caviar

Delivery apps can provide additional advertising for customers who may not be close to your business. You'll be able to attract new customers and create convenient ordering options for those who prefer to order delivery.

\*One downside to consider is the percentage taken by delivery apps, which can range up to 30% of delivery sales\*

Owner Responsibilities: The average business owner doesn't clean their cooking equipment. Don't let your customers down with your amazing food! According to the Oregon Fire

### **Business Development Program** ← Click (if available)

SBD provides various forms of management, technical, financial, and procurement assistance. While the SBD Center provides counseling and training to small businesses, including SBA to develop and provide resourceful tools that support business start-ups and existing business expansion.

### **National Food Truck Association** ← Click (if available)

The National Food Truck Association is a group of food truck associations to leverage their experience and knowledge to ensure that food trucks from coast to coast are provided with great resources and access to 0 information.

### **Independent Contractors**- Maintenance contractors near the Portland area.

- MICHAEL- 503.593.1565: \$150 per hour with a \$125 service fee for the *west side* but always a \$150-hour minimum to go to the food cart and diagnose the problem.
- WADE- 971.237.0646: \$125 to \$150 per hour.
- DAVE: General Handyman- 971.770.2019
- REED- 503.766.7982: \$120 per hour repair rate. \$100 service call up to an hour away from their shop and an additional \$60 an hour outside of the one-hour area. They have a one-hour minimum to show up so it's \$220 for a service call.
- JH Kelly- Services: 24/7 Commercial Mechanic and Electrical (\*including Industrial Construction- (FCs n/a\*) Oregon #503.656.7400, Washington #360.737.6790

[Thumbtack](#)- Home Improvement (just for mental note). This website gives you access to whomever for whatever particular service you seek. Possibly able to assist you with FC services upon inquiring.

Graywater & Disposal Company for food carts: [preferredpumper.org](http://preferredpumper.org)

### **Food Cart Troubleshooting**▼

**Water-Pump Troubleshoot**- No water coming out of the sink faucet or a mechanical sound concerning the water pump.

- 1) Make sure the wall switch when you first come in the door on your left is turned on, it's labeled water pump.
- 2) Turn on the hot and cold faucet levers, look for water coming out of the faucet, and/or listen for the mechanical sound coming out of the water pump.

- 3) Look to see if the water pump electric cord is plugged into the GFI wall plug just below the hand-washing sink.
- 4) Look at the same GFI wall plug just below the hand washing sink in the lower corner of the GFI wall plug to see if there's a little green light on.
- 5) If no little green light on the GFI wall plug then push the reset button in the center of the GFI wall plug and look for the little green light to be on.
- 6) If no little green light then go to the main electrical breaker box to the left of the door, locate the 20 amp breaker labeled for the water pump, turn that 20 amp breaker completely off, and then all the way back on and look for the little green light on the same GFI wall plug then proceed to number 11 on this paper.
- 7) Turn on the hot and cold water faucet levers on the faucet and check for water coming out of the faucet and/or the sound of the water pump.
- 8) If no water is coming out of the faucet yet if you hear the mechanical sound coming out of the water pump.
- 9) Check to make sure the freshwater tank is at least half full.
- 10) If no water in the freshwater tank, please refill the freshwater tank halfway full.
- 11) Turn on the hot and cold faucet levels and if no water is coming out of the faucet or no mechanical sound is coming out of the water pump, call a plumber for the replacement of the water pump or reach out to AFRCR office and schedule a water pump replacement.

*\*Maintenance & repairs fall under the responsibility of the lessee\**

### **Hot-Water Heater Troubleshoot**

- 1) Check that the wall switch labeled water heater is in the "on" position as you come in the door the switch is on the left.
- 2) Look at the front of the hot water heater for the power light to be on.
- 3) Turn the thermostat to the right until the heat light on the front of the water heater comes on.
- 4) Just above the hot water heater on the wall is a GFI outlet and there should be a little green light down in the lower right corner, if no little green light then push the reset button in the center of the GFI plug and the little green light should be on now.
- 5) Go to the main breaker box and reset the main breaker labeled 50 amp and the breaker labeled water heater. Check to make sure the lights on the front of the water heater are now on.
- 6) Call AFRCR or a plumber to schedule the repair.

*\*Maintenance & repairs fall under the responsibility of the lessee\**