

GO FRESCO FOOD TRUCK

Define the 3C's

Go Fresco Food Truck is Canada's first pasta-themed gourmet food truck. The chefs use only the finest local ingredients to major in hearty pasta dishes and inventive takes on Italian favourites like the osso buco-inspired gnocchi poutine, and arancini balls. They specialize in catering events as well as a food truck business, and operate as caterers in the winter months. Most of the time their food truck can be found near the Cineplex Cinemas in Oakville, Ontario but they are a mobile company and can be found anywhere in the GTA.

• Character 1:

A 20 year old college student, single, plays tennis and volunteers. She doesn't really have time to cook and is looking for healthier food options than typical fast food restaurants.

• Character 2:

A 41 year old Senior Project Manager who caters once a week for his team to keep them motivated. Budget is typically larger and relationship with caterers is strong.

Strengths

- Canada's first gourmet pasta food truck, and with the advantages of mobility, it is easy to move to new locations and deliver food to customers. Full custom menus are available so they can easily modify products to fulfill customers' needs.
- They are good for catering events during the winter months, such as holiday parties and birthdays.

Weaknesses

- no dining area.
- not a lot of choices on the menu.

Opportunities

- add more options on the menu and create a value combo set with a drink, and weekly special item on the menu.
- provide delivery service during the night time and set up different time timetable to serve in different areas.

Threats

- traffic in the city may delay the food delivery service.
- cold weather will affect the food truck's service.

Marketing Techniques

The website: Updated to a clean layout, take professional pictures of the food. The information about catering service and design a full menu and catering packages with all applicable prices. And a complete order online system page that helps customers follow the instruction to order online and track their order on the way. On the home page, include a promotion and special daily dish.

Use of an App: Allow customers to track the truck's current location, Place an online order and view menu.

The campaign activity: Share the story of your favourite way to cook/favourite food truck experience on the website or App + be entered in a draw where the winner can add a menu item of their choice.