

THEORETICAL ASPECTS REGARDING THE ADVANTAGES OF A MOBILE FAST FOOD

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Abstract: Mobile fast food has been an increasingly profitable business for more than a decade. Many HoReCa entrepreneurs choose this option because it is much less expensive than opening a restaurant. The documents and authorizations required for a mobile fast food are fewer and, given the smaller menu, the equipment for kitchen equipment is in a smaller number, although it is still a professional kitchen. Street food has also gained momentum in Romania, and well-located mobile fast foods are assaulted by customers especially in the morning and at noon. Food is served much faster than at the restaurant, so this is a good option for hurried customers who want to quench their hunger immediately.

Key words: mobile fast food, restaurant, food truck

INTRODUCTION

In recent years, the food truck industry has seen remarkable growth, becoming an increasingly familiar presence in the urban landscape. These mobile kitchens offer an innovative and flexible alternative to traditional restaurants. [11]

Fast food has always been known for how it's a convenient and affordable food option. However, as businesses are now adopting the implementation of technology; operations are now being taken to a whole new level. The use of automation in the fast food industry has allowed businesses to reduce errors, improve customer experience, and can increase efficiency. Through the use of kiosks and other self-order machines, customers are now able to have a more personalized experience, while not waiting in long lines. Not only does this benefit the customer, but the business as well. As technology continues to expand, so will the use of it in the fast food industry. Many large fast-food chains are already using automation to expand their business and this number will only continue to rise. [4]

MATERIALS AND METHODS

The world of the food business has seen a significant rise in recent years, with the mobile food truck business becoming a popular choice for aspiring entrepreneurs. Fast foods may be defined as foods that can be prepared quickly, served, and sold at chain restaurants. Fast food restaurants (FFR) strive to create a unique dining experience by blending tangible and intangible elements. [10] The allure of combining delicious food with the convenience of mobile operation has attracted entrepreneurs as well as consumers. In this article, we will explore the benefits, advantages and disadvantages of opening a food truck business.

RESEARCH RESULTS

People today are exposed to technological development in all fields, including work, leisure, and tourism. [6]

The fast food restaurant business is one of the fastest-growing industries in the world. International and local restaurant chains are trying to satisfy the demands of customers for a variety of products and services. [8]

A food truck is a mobile kitchen, intended to serve dishes to consumers. In Romania, the food truck trend appeared in 2016, and currently, it is on the rise. The concept has gained momentum in recent years, with the start of music and gastronomy festivals. [7]

In recent years, fast food trailers have become increasingly common in the urban landscape. They meet in parks, near metro areas, at various events in the city or in the office area and serve traditional products or exotic or classic fast food dishes. [5,8]

Food trucks aren't just a convenient way to serve delicious food; They are also a platform for innovation and creativity in the food industry. From gourmet burgers to vegan delicacies to artisanal desserts, you can turn your food truck into a traveling culinary destination. In addition, the advantages of mobility allow you to explore different markets and events, giving you various opportunities to expand your business. [4]

Another face of the fast food industry that has grown due to the implementation of technology is the customer experience. Therefore, by changing to self-service, restaurants take out the social friction aspect of it all. Another way the customer experience is changed by the implementation of technology is that customers are more likely to order what they truly want without the fear of being judged. With the use of automation, customers can now happily get what they want without any limiting factors. Report stated that consumers benefited from an improved experience, shorter wait times, ease of use, convenience, and increased personalization when it comes to the use of kiosks. At the end of the day, customers in the fast food industry want to be serviced as fast as possible, while also dealing with as little as possible. By businesses' adopting automated techniques, it gives customers exactly what they are looking for. [6]

Here's how you can have a successful business with the help of food trucks: [9]

1. Exploring opportunities in the food truck industry

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2. Business planning and implementation

To succeed in the world of food trucks, rigorous planning is essential. Start by clearly defining your concept and target audience. You need a solid marketing strategy that promotes your presence at events and locations. Make sure your team is well prepared and that your food truck complies with all hygiene and food safety regulations and standards.

3. Efficient management of consumables

One of the most important aspects of operating a food truck is the efficient management of supplies. From fresh ingredients to necessary packaging and utensils, you need to be organized and keep track of your stocks carefully.

4. Market growth and adaptation

As your food truck business takes shape, it will be important to be open to customer feedback and willing to adapt your menu and strategies according to market requirements. Explore new locations and events, develop collaborations with other local businesses, and use the power of social media to promote your brand and stay in touch with your customer community. [12]

Benefits

Given that it is mobile, the food truck can be relocated periodically. Thus, you can go around the country in search of a place with a commercial ford, you can test several cities.

It can quickly adjust the range of products, easily, diversify the business. In this way, contributing to customer loyalty and attracting new ones. [14]

Such a business requires a smaller budget, compared to opening a restaurant. In short, the services can be as qualitative as the profit as high but all with a much lower investment.

Unlike the classic restaurant, the waiting time for customers is much shorter.

Fast return on investment (If you will have about 100 customers daily, you can recover the expenses in 6 months). [3]

1. Reduced Initial Costs

Compared to opening a traditional restaurant, the initial costs for a food truck are significantly lower. You don't have to worry about high rent for a centrally located space or setting up a restaurant. A vehicle, cooking equipment and necessary permits are the main expenses

2. Flexibility and Mobility

One of the biggest advantages of a food truck is mobility. You can change locations based on demand and events, thus reaching a wide range of customers. This flexibility allows you to test different markets and participate in events, festivals or private markets.

3. Innovative Branding Opportunities

Food trucks provide a unique platform for branding and marketing. The design and theme of the truck can attract attention and create a memorable experience for customers. You can also use social media to advertise your location and engage with customers.

4. Testing and Adapting the Menu

A food truck allows you to experiment with different types of food and adapt the menu based on customer feedback and seasonal ingredients. This flexibility is more difficult to achieve in a traditional restaurant. [5]

Disadvantage

1. Weather Conditions

As a mobile business, food trucks are often at the mercy of the weather. Adverse weather conditions can significantly reduce the number of customers and limit the locations in which you can operate.

2. Limited Space

Space in a food truck is limited, which can restrict the number of employees you can have on board and the variety of the menu. Food preparation and preservation can also be more difficult.

3. Strict Regulations

Food trucks must comply with a number of health and food safety regulations, which can vary significantly from region to region. Obtaining and maintaining the necessary permits can be a complicated and expensive process.

4. Competition

In urban areas, competition between food trucks can be intense. You need to ensure that you offer a unique and quality product to differentiate yourself from your competitors.

For a business with a fast-food trailer, approximately the same authorizations are needed as for any other business in the HoReCa field, because it is an activity that involves public catering, so it is carefully monitored. [13,15] Very important is the authorization from the Sanitary-Veterinary Directorate where a file with documents is needed and the verification of the fulfillment of the legal conditions for carrying out the activity. Contracts for waste neutralization, rodent control, burnt oil collection, sanitation, occupational medicine, proof of completion of hygiene courses by employees and the chef's diploma will have to be presented. You will also need to submit a sketch of the finished and

equipped space with all the necessary equipment and prove the development of a correct technological flow, respecting hygiene measures. [2]

CONCLUSIONS

Opening a food truck business comes with a unique set of advantages and challenges. Low upfront costs, flexibility and innovative branding opportunities are counterbalanced by the challenges of weather, limited space and strict regulations.

However, for entrepreneurs who are passionate about cooking and interacting with customers, a food truck can be a fulfilling and profitable path to success in the culinary world. With careful planning, creativity and hard work, a food truck can become not only a successful business, but also a vibrant part of the local community

Food trucks represent an exciting opportunity for entrepreneurs in the food industry, offering flexibility, creativity and growth potential. With proper planning and effective management of consumables, one can turn the dream of having one's own culinary business into reality.

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