

**REVENUE  
GENERATING IDEAS  
FOR COMMERCIAL  
SHOPS**

# MOBILE FOOD TRUCKS

TONY LYNCH, CAMPUS DINING DIRECTOR  
CSU FULLERTON AUXILIARY SERVICES CORPORATION

JANUARY 10, 2012



[CSUFFOOD.COM/PDF/MFT.PDF](http://CSUFFOOD.COM/PDF/MFT.PDF)

# WHAT IS A MOBILE FOOD TRUCK (MFT)?

“Food trucks are one of the hottest trends in the restaurant industry right now.”

“Nearly six out of ten (59 percent) American adults say they would be likely to visit a food truck if their favorite restaurant offered one.”

“A new generation of people are lining up at food trucks and food carts.”

“The Mobile Food Truck industry has never enjoyed so much popularity or publicity.”

“Chefs can open up shop for much less than a restaurant, and develop simple menus that focus on particular cuisines or ingredients.”

“The industry is booming with approximately 3 million food trucks in the United States.”

“Many Food Trucks are leased not owned.”

[NRA News](#)

[Entrepreneur](#)

# TOP MFT'S IN ORANGE COUNTY

Del's Lemonade

Great Balls On Tires

Chunk-n- Chip Cookies

Refresh Truck

The Dim Sum Truck

Home Skillet Truck

The Lime Truck

Rolling Sushi Van

Dogzilla Hot Dogs

Bacon Mania

Lobsta Truck

Seabirds Truck

Dos Chinos

Bakery Truck

My Kabob Express

SlapFish

Dosa Truck

Barbie's Q

Naan Stop

Ta Bom Truck

Flavor Rush Truck

The Burnt Truck

Oc Food Truck

Tapa Box

Flipped Out Burgers

Cheeseball Wagon

Pogi Boy Truck

Temaki Truck

Flying Pigs

Chomp Chomp Nation

The Poutine Truck

The Boba Truck

# WHERE TO START

{ DO YOUR HOMEWORK }

## The Best of the Best

"Voted Best OC New Age of 2011"

## Liability Insurance

## Workman's Compensation

## Health Department Approval



# WHERE TO START

{ DO YOUR HOMEWORK }

Involved with

**Social Media Sites:**

Twitter, Facebook, Yelp,  
Foursquare, YouTube, ETC.

**Food Variety**

What is your campus missing?

**Popularity**



# WHERE TO START

{ CONTRACT AGREEMENT }

Meet with Campus Facilities VP

Agree on a Trial Period

Commission Income

Minimum's for MFT



# WHERE TO START

{ CONTRACT AGREEMENT }

High Traffic Location

Hours of Operation

Different Day Parts

Marketing on Campus

All material connecting MFT with Campus Dining Services.



## VENDOR AGREEMENT

The California State University Fullerton, Auxiliary Services Corporation (ASC) with its exclusive rights to operate food service programs on the Campus of California State University Fullerton, agree to allow Vendor Name to provide vendor food services at Location on Campus in accordance with the conditions set forth below. This agreement is for the fiscal year of Term of Contract.

- 1) The California State University Fullerton, Auxiliary Services Corporation (ASC) or Vendor Name may terminate this agreement with 30 days written notice. Either party reserves the right to terminate this agreement for cause without giving notice. This agreement commences on the date signed by The California State University Fullerton, Auxiliary Services Corporation (ASC) authorized representative. This agreement will supersede all previous agreements.
- 2) For their right to perform vendor food services on campus, Vendor Name agrees to pay The California State University Fullerton, Auxiliary Services Corporation (ASC) Percentage rate % commission on all net sales generated from Vendor Name operations on campus. Net sales are defined as gross sales less sales tax.
- 3) Payment of commission to The California State University Fullerton, Auxiliary Services Corporation (ASC) will be collected at the end of each event. Vendor Name will attach the daily payment check to The California State University Fullerton; Auxiliary Services Corporation (ASC) provided commission worksheet. The worksheet must be filled out completely when presented with commission payment. All Vendor Name sales must be processed through a POS System (cash register) and all commissions must be accompanied by detailed register tape.
- 4) Vendor Name will be responsible for payment of sales tax generated from their operation on campus.
- 5) Indemnity: Vendor Name is responsible for damages caused by the negligence of its officers, agents and employees occurring in the performance of this agreement and shall defend, hold harmless and indemnify the Trustees of The California State University, California State University Fullerton, The California State University Fullerton, Auxiliary Services Corporation (ASC) and their officers, agents and employees from and against all claims, demands, suits, judgments, expenses and costs of any kind on account of the death of, or injury to any person or loss or damage to any property caused by or arising from the negligent acts of Vendor Name, its officers, agents or employees occurring in the performance of this agreement.
- 6) Vendor Name will provide The California State University Fullerton, Auxiliary Services Corporation (ASC) with a current and valid certificate of insurance. The certificate will include the following coverage: Commercial General Liability and Product Liability, \$1,000,000 per occurrence, \$2,000,000 aggregate, Automobile Liability \$1,000,000 with a combined single limit of per occurrence for bodily injury and property damage. Provide The California State University Fullerton, Auxiliary Services Corporation (ASC) with thirty (30) days advance written notice of any modifications, change or cancellation of any insurance coverage. Insurers rating must be AM Best – AVII or equivalent.

{SAMPLE CONTRACT}

PAGE 1

{SAMPLE CONTRACT}

PAGE 2

7) **Vendor Name** will provide an additional insured endorsement which will be in addition to the certificate. A certificate with the below language written on it is unacceptable and only an endorsement to the policy is acceptable. Required verbatim language on the additional insured endorsement is as follows:

“The State of California, the Trustees of the California State University, California State University Fullerton, The California State University Fullerton, Auxiliary Services Corporation (ASC), its officers, directors, employees, representatives and volunteers and agents are added as additional insured as respects to the operations and activities of, or on behalf of the named insured, performed per agreement with The California State University Fullerton, Auxiliary Services Corporation (ASC).”

8) **Vendor Name** will provide The California State University Fullerton, Auxiliary Services Corporation (ASC) with a certificate of Workers Compensation insurance for its employees as required by the State of California and remain current for as long as this agreement is valid.

9) **Vendor Name** will directly employ qualified and efficient employees to perform vendor services in accordance with this agreement.

10) The California State University Fullerton, Auxiliary Services Corporation (ASC), Director of Food Services will approve all aspects of vendor services provided by **Vendor Name**.

11) **Vendor Name** must be in compliance with all Orange County Health and Safety guidelines.

12) **Vendor Name** will abide by the rules and regulations set for by The California State University Fullerton, Auxiliary Services Corporation (ASC) and the California State University Fullerton. Failure to comply with these regulations will result in agreement termination.

13) The term of this agreement expires **Date of Contract Term** and will be considered for renewal the following fiscal year.

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Signed by: \_\_\_\_\_

Signed by: \_\_\_\_\_

Anthony Lynch, Director, Campus Dining Services  
CSU Fullerton Auxiliary Services Corporation  
2600 E. Nutwood Suite 275  
Fullerton, CA 92831

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
(Owners Name)  
(Company Name)  
(Address)

# PARTNERING ON CAMPUS

Catering

Special Events

University Promotions

Athletic Events

Concessions

Satellite Campus Use



# NOT COMPETING WITH OTHER LOCATIONS ON CAMPUS

Unique Menu Items

Rotate Trucks

Combine Social Media Marketing

Location of MFT is Important



# COST SAVINGS

## Free Publicity

Food Trucks Land Gig At CSU Fullerton **OC Register**

Labor Savings \ Campus Group Catering Event Benefits

Keeping Current with Zero Capital Investment \ Success with Little Effort

Use during slow times instead of opening up a dining location.

# **BOOKSTORES**

CHUCK KISSEL, TITAN SHOPS DIRECTOR  
CSU FULLERTON AUXILIARY SERVICES CORPORATION

**[WWW.TITANBOOKSTORE.COM](http://WWW.TITANBOOKSTORE.COM)**

# REVENUE GENERATING IDEAS

Loose-leaf and custom course materials

- Restricts marketplace supply while providing student savings
- Buyback and rental still options

Rental programs (increase units)

Non-serialized programs

Guaranteed textbook buyback (\$5.00)

Graduation (Commencement)

# PLANNING FOR A SUCCESSFUL GRADUATION

Join or develop your own graduation committee.

- The committee should consist of Ticket Distribution, Alumni, faculty, and staff from the President's office. Meet once a month.
- Discuss the roles each committee members will under take to promote grad fest and graduation. (Daily Newspaper, Grad websites, and mailers to graduating seniors.)

# PLANNING FOR A SUCCESSFUL GRADUATION

Grad Fest promotion and newsletter with Alumni Relations. The Grad Flyer should include:

- vendor plan-o-gram
- grad ticket pickup location
- pricing for regalia, generic announcements, and diploma frames

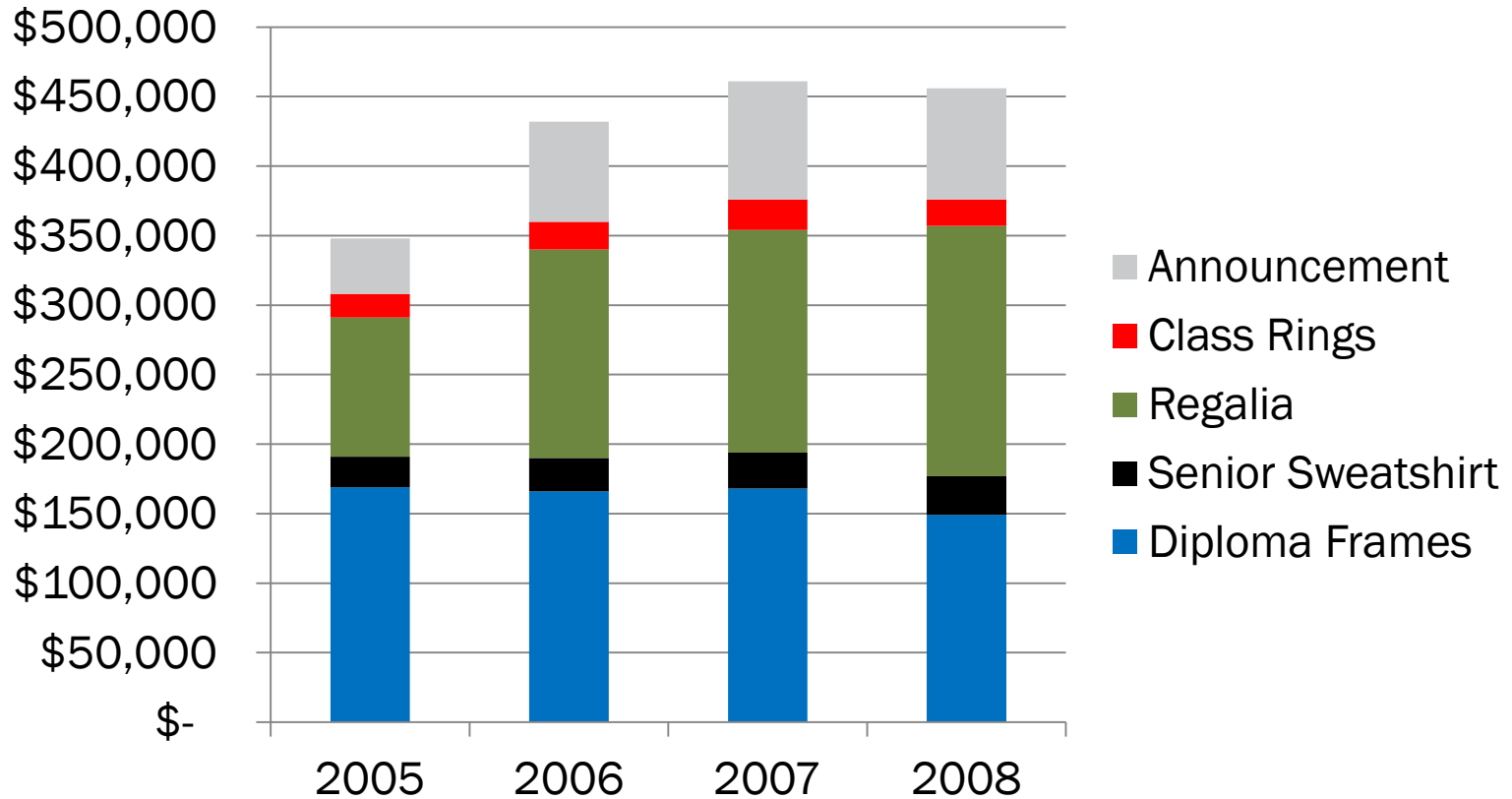
# ASSORTMENTS AND COMMISSION SALES

Develop bids for regalia, class rings, announcements, and diploma frames.

The winning bid should have a three year contract in place. Great way to lock in your cost and gross margin.

Include marketing and coop dollars from vendors in the bid. Titan Shops obtained over \$4,000 dollars worth of coop funding for 2009 Grad Fest Event.

# GRAD CENTER SALES AND COMMISSION BREAKDOWN



# NEW PRODUCT CATEGORIES

## UNIVERSITY SEAL SASH

Convinced campus to have University seal sash for 2009 graduation

Offer University Sash for a discount as part of purchasing a regalia set bundle

Titan Shops sold 6,850 units of 50<sup>th</sup> Anniversary Sash (approximately 8,000 graduates)

# **NEW PRODUCT CATEGORIES**

## **SENIOR SWEATSHIRT**

Design contest for CSUF students to create their own 2009 senior sweatshirt.

Purchase any regalia set, diploma frame, and receive 50% discount for 2009 senior sweatshirt. Students saved \$21.49 by purchasing the bundle promotion.

Titan Shops sold over 700 diploma frames and sweatshirts during grad fest.

# AFFILIATE PROGRAMS

Affiliate (commission income) programs

- A-1 storage

  - \$1,200 in commissions from web banner

- AT&T

  - \$20-\$30K at SDSU and Cal Poly Pomona

  - \$10K at UCI

- Price-matching web-page (links)

  - Amazon.com

  - Chegg.com (\$3K with 600 rentals)

  - Bookrenter.com (\$4K with 752 rentals)

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- Shopping Cart
  - SubTotal: \$0.00
  - Item Count: 0
- Merchandise/General Book search by

1 2 3 4

	NEW	USED	RENT
GENETICS (50 273)	127.75	99.50	59.75
ADVERTISING (COMM 350)	169.75	127.50	69.75

\$6.00 FLAT-RATE SHIPPING

Buy or Rent Spring 2012 Textbooks

Send me special offers and updates

Apple Store for Education

### iPad 2

Now with iOS 5 and iCloud, it just got even harder to put down.

Buy now

Free engraving and shipping. iPad Smart Cover sold separately.

**A-1 Self Storage**

www.a1storage.com

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- Merchandise Desc
- Enter search criteria:
- Wildcard=\*

Course Materials > Select Term and Departments Help

**Select Term and Departments**

Terms open for ordering

INTER 12  SPRING 12  X-ED SPRING 12

Select Departments or Get Course Materials by Course ID

- ACCT
- AFRO
- AMST
- ANTH
- ART
- ARTE
- ASAM
- BIOL
- BUAD
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- CHIC
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Enter Schedule Number

101

Add Course

Current Course List:

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Select Course Materials Shopping Cart Print Book List

Term: SPRING 12 Name: BIOL 101 Section: 13 Instructor: Krista Henderson Course ID: 19168 Location:



DISCOVER BIOLOGY

Author: CAIN Edition: 4TH Edition Published Date: 2009 ISBN: 9780020921600

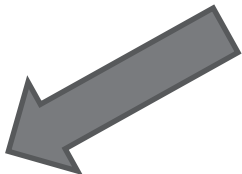
More info...

REQUIRED

Rental Due Date: 6/25/2012 Rental Agreement

\$60.00 Used Qty: 1 Add to Cart

\$29.95 Rental Qty: 1 Add to Cart



Compare prices...

Vendor	Condition	Price	ISBN	Note	Buy
Amazon	Used	\$35.01	Varies		
Chegg	Rent	\$35.99	\$0.00		
Bookrenter	125 day Rental	\$30.79	\$0.00		

# PROCUREMENT

TOM ROBERTS, PROCUREMENT DIRECTOR  
CSU CHANCELLOR'S OFFICE

JANUARY 10,2012

[WWW.CALSTATE.EDU](http://WWW.CALSTATE.EDU)



**QUESTIONS?**