



Gastro Shack Food Truck

A Business Proposal

GROUP MEMBERS:

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BUSINESS OVERVIEW



THE “GASTRO SHACK”



- ✓ Not a brick-and-mortar restaurant
- ✓ Scrumptious mobile eatery
- ✓ Fresh & Snappy hub for Londoners
- ✓ Hungry masses of downtown
- ✓ Protein packed bites, lowest prices

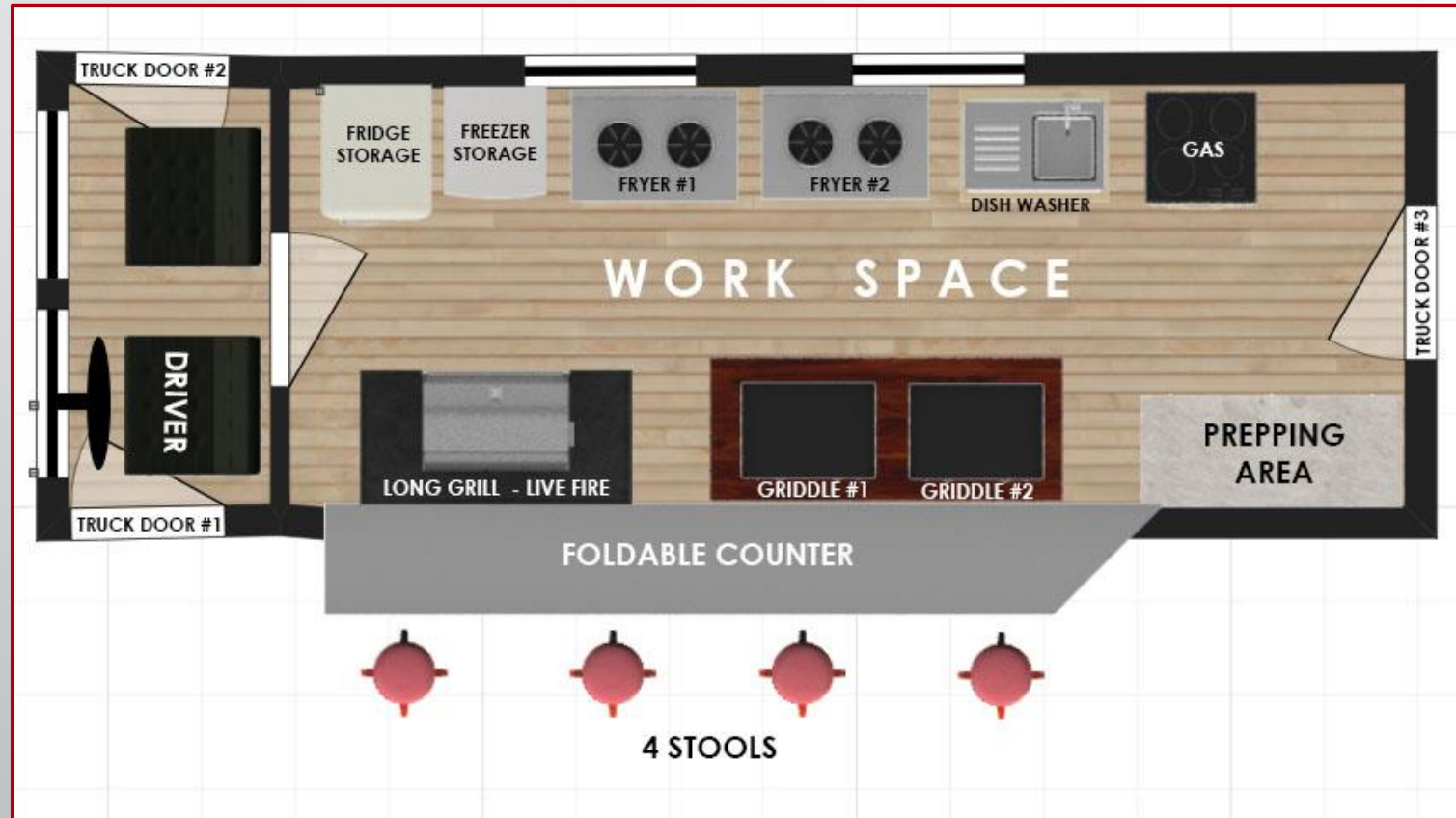
MISSION STATEMENT

To twist the norm of a food truck image by bringing a distinctively upscale taste in the streets of London Ontario, without the hassle and fuss of a high-end restaurant, delivering the only true "gastronomic pleasure" in the palates of all meat lovers .



WHERE IS IT LOCATED?

“Gastro Shack” heart of 130 Dundas St. London Ontario



Floor Layout Plan in a refurbished 2002
Ford E350 food truck



PRODUCTS

- Bacon Wrapped Jalapeño Poppers
- Gastro Shack Pork Ribs
- Count of Monte Cristo
- Veggie Fried Rolls
- Beef Kofta Sandwich



FOOD TRUCK MENU

FOOD

bacon-wrapped jalapeño poppers	\$6		count of monte cristo	\$8
gastro shack pork ribs			veggie fried rolls	\$6
HALF RACK RIBS	\$11			beef kofta sandwich
WHOLE RACK RIBS	\$20			



DRINKS

volcano monster chocolate milkshake	\$9	
canada dry	\$3	

 CONTACT US AT (226) 376 3290  LIKE US ON FACEBOOK @GASTROSHACK

PRICING STRATEGY

- Loss Leader
- Price Bundling
- Quantity Discounts





MARKETING OBJECTIVES

- ✓ Minimum of 60 customers everyday
- ✓ 250 people as patrons
- ✓ Increase clientele base 50%
- ✓ More revenues in 12 months
- ✓ Customer retention plan

MARKETING COMMUNICATIONS PLAN

- Advertising
- Public Relations
- Promotions
- Interactive Media

GASTRO SHACK 
FOOD TRUCK

MONDAY
AUGUST 12TH

**FREE FRIES OR MASHED
POTATO ON ANY OF THESE
MEALS!**


beef kofta sandwich


count of monte cristo


pork ribs


GASTRO SHACK

**OPENING
PROMO!**

WE WILL BE @

1001 FANSHAWE
BLVD.
10AM-4PM



130 DUNDAS
STREET
5PM-10PM

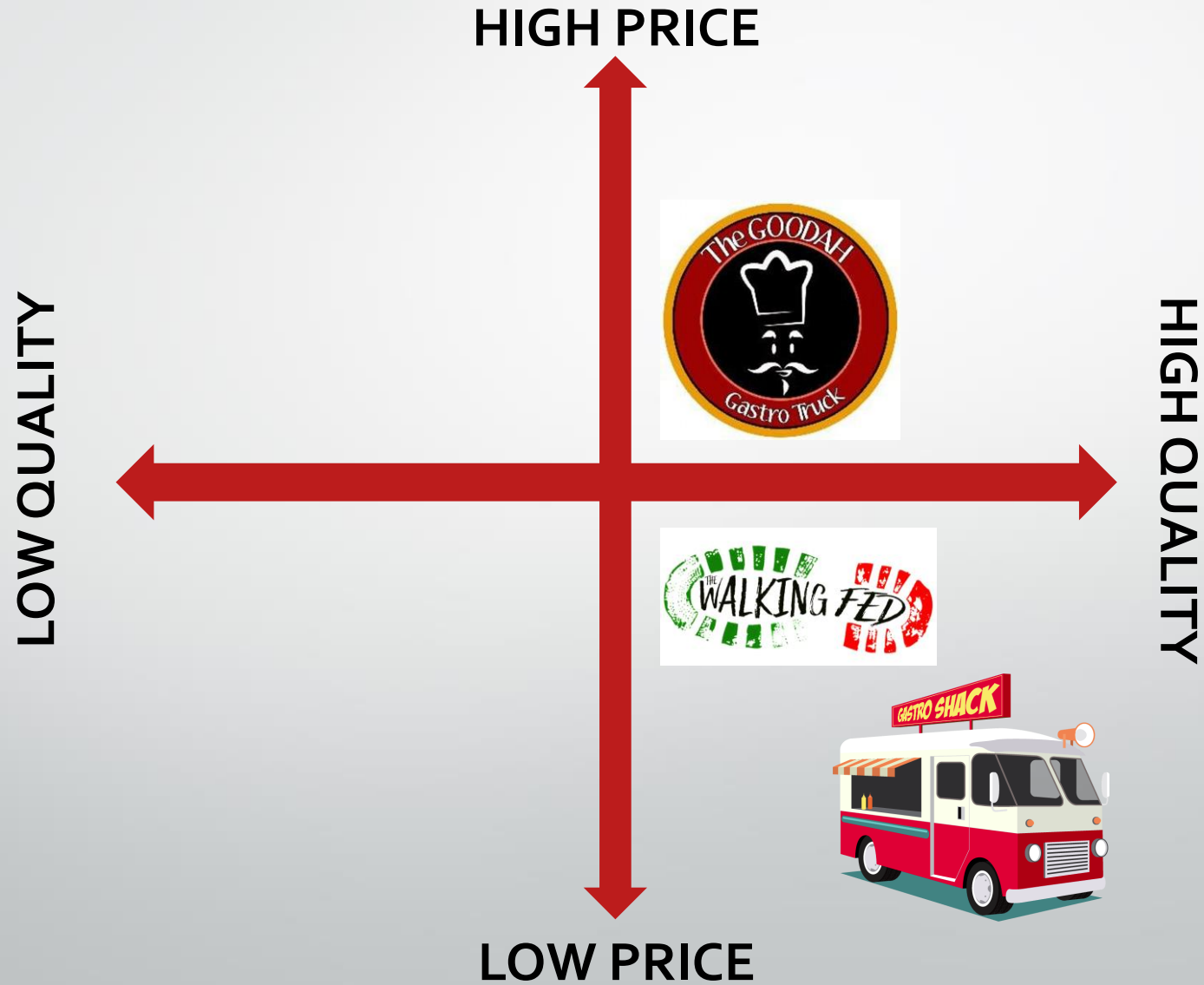
MARKETING COMMUNICATIONS PLAN



Facebook page @ www.facebook.com/GastroShack

Where do we stand?

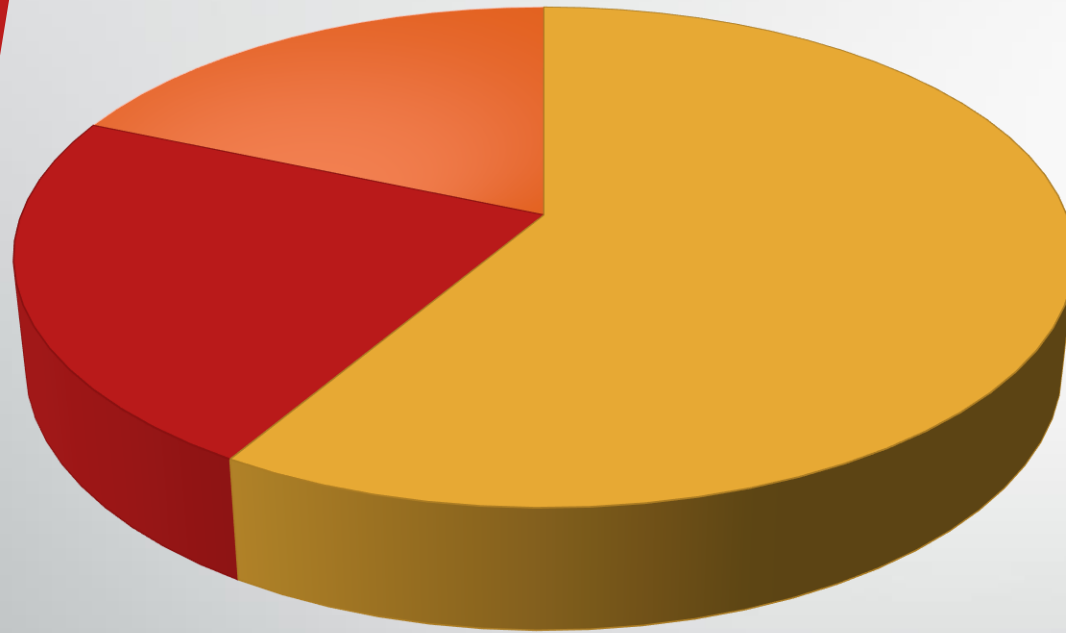
Where do we stand?



POSITIONING MAP

TARGET MARKET

Meat Lovers



■ Gen Y ■ Gen Z ■ Gen X ■

- Personality: **Easy going**
- Social class: **Middle Class**
- Lifestyle: **Mainstreamer, meat-eaters**
- User Status: **Regular food truck eaters**
- Usage Rate: **Buying readiness, brand switchers**

DISTRIBUTION METHOD



References

Image Sources:

- [PNG Find](#) (Truck design for the logo)
- [Mena Entrepreneur](#)
- [fOOD.CA](#)
- [The Daily Meal](#)
- [Getty Images](#)
- [Yummly](#) (Menu images)
- [Pampered Chef](#) (Menu images)
- [g Kitchen](#) (Menu images)
- [Room Styler](#) (Software used for the Floor Plan and 3D Renders)