



CASE STUDY

Benchmarking Regulations and Best Practices for Food Truck Operations

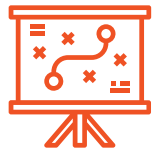


OBJECTIVE AND SCOPE

The client, a consulting firm, was working with a Middle Eastern ministry (the end client) which was looking to understand the challenges faced by the F&B sector. It wanted to benchmark the best practices for food truck operations, and sought Benori's support to:

- Identify and study laws and regulations governing food truck businesses in selected city councils across four countries
- Analyse rules and regulations for food truck business expansion, scalability of operations, and mobility across locations





APPROACH

We conducted secondary research to identify and shortlist countries with existing food truck business regulations and selected one city council from each country based on various parameters. The selected locations were then benchmarked on the potential of mobility of food trucks, zones to establish operations, and best practices for expansion and scaling up operations.



METHODOLOGY



**Secondary
Research**



**Primary
Research**



**Data
Modelling**





IMPACT

The research helped the client in:

- Assessing laws and regulations for facilitating the mobility of food trucks
- Identifying ideal operating locations, as well as business expansion and scaling opportunities



SAMPLE OUTPUT

Country Profile

Executive Summary: Food Truck Operations & Horizontal Expansion: XX

Problems/objectives	Promote Culture Through Food Trucks	Optimal Utilization of Resources through Mobility	Scope of Expansion to Reward Success
Operation	Implementation / Details	Impact / Evidence	
Registration + Horizontal Expansion	<ul style="list-style-type: none"> Mobile food vehicles are required to have a mobile food business license from local city council to conduct business at permitted locations Mandatory inspection for the fulfillment of food safety regulations by the Council's Environmental Health Office prior to issuing a food license For roadside vending, a roadside vending permit is required Mobile food vehicles can further opt for gourmet food truck approval, under Brisbane food Truck initiative to get rights of operation at certain additional sites Horizontal Expansion: A separate food business license is required for additional food trucks along with the mandatory inspections and approvals 	<p>The Brisbane mobile food truck industry offers a wide range of high-quality food options, supports local businesses and communities</p> <p>Here, multiple licenses are held by many mobile food trucks. It is evident that an entity can have more than one license.</p> <p>Further, businesses such as King of the wings and The Bun Mobile operate more than one truck in the city—supporting horizontal expansion</p>	
Spot Reservation & Mobility	<p>All food trucks need to abide by the parking regulations and pay the parking fees if applicable</p> <ul style="list-style-type: none"> Food trucks can operate at markets, organized events, and private properties by getting approval from the event organizer or property owner It's mandatory to move from private property after conducting business Operations in Council Parks require additional approvals Gourmet food trucks can additionally operate from: <ul style="list-style-type: none"> Designated Premium sites by pre-booking on the Brisbane food truck website Designated drive-up sites, by logging in their new location on the Brisbane food truck website 	<p>Food trucks mention their addresses as "various locations," implying mobility</p> <ul style="list-style-type: none"> Their whereabouts can be found on the location tracker apps provided by them or on digital maps on the government website Mobile vehicles can operate on private property in an itinerant way—arriving at workplaces, selling, and then moving on 139 food trucks are listed on the food truck website that are operational and running 	

Summary Slide

Issue 2: Complex Laws and Regulations Related to the Operation of Food Trucks - Challenges and Restriction to Mobility

Challenges	Details	Country	Mobility Type
 Communication	<ul style="list-style-type: none"> One of the biggest challenges faced by food truck operators is the loss of customer connections as their location keeps on changing due to mobility With the presence of social media, communication is no more a challenge as operators can interact with their customers and stay connected via social media 	Country 1	Low Restriction to Mobility
 Hours of Operation	<p>The operation hours is one of the major hindrance faced by food truck vendors as it limits and states the optimal number of hours a truck is required to be mobile. Some city law requires trucks to move from one place to another every 2.5 hours, and the food truck business gets disorientated and food carts that sell pre-prepared goods get incentivized. Such laws were litigated, and solutions reached</p>	Country 2	Moderate Restriction to Mobility
 Location	<p>The food cart parking laws are very stringent, especially pertaining to location, factoring in both the city where it is located and where it is parked. Certain city council laws are more focused on parking such as:</p> <ul style="list-style-type: none"> Parking within one hundred feet of the street entrance to a restaurant City law ordinance that banned sales of vehicles on the street Country passed laws requiring trucks to move every thirty minutes when in a residential area and every sixty minutes when in a commercial area, as well as wait three hours before returning to a given spot, which limited the operation of many kind of trucks <p>Post-negotiation or litigation, a solution was reached between authorities and the associations</p>	Country 3 Country 4	High Restriction to Mobility
 Permits and Regulations	<p>The time required by food trucks to comply with the administrative authorities at both city and federal levels sometimes acts as a challenge for them as failure to have all the proper permits or certifications will lead to fines and timelines related to obtaining these might become longer</p>	Country 5	Very High Restriction to Mobility

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