

HEALTH FOOD TRUCK

Project Proposal

DSA ENTERPRISE | 2025



Overview

Project Goals

We're excited to present a tailored proposal that aims to support your health food truck in its market expansion and outreach. Our goal is to collaborate closely with your brand to enhance brand recognition and expand market presence.

We have crafted a strategic roadmap for brand enhancement, consistency, and acceleration. We will hone in on a brand and marketing outreach strategy that resonates with the food service community, engages your target audience, and attracts a new customer base.





1. Standard Branding Package – One-time fee

- Logo (Primary and Submarks in all colors), Fonts, Business Cards, Menus
- Does not include printing costs for potential marketing materials.

2. Bronze Social Media Package – Monthly

- 1 Social Platform (Instagram, TikTok, or LinkedIn*)
- 2 posts per week
- Caption Writing, Hashtag Research, and Monthly Report
- Monthly Event Calendar

3. Starter Website Package – One-time fee

- 3-Page Website (Home, About, Contact)
- Responsive Design, Basic SEO Setup, Contact Form Integration
- 1 Round of Revision

Total: One-Time Cost + Monthly for Social Media Management

Timeline: Custom (Recommendation: 90 days)



Tier 2 Proposed Services



1. Premium Branding Package – One-time fee

- Logo (Primary and Submarks in all colors), Fonts, Business Cards, Menus with QR codes, Mailers/Postcards with QR codes
- Does not include printing costs of potential marketing materials.

2. Silver Social Media Package – Monthly

- 2 Social Platforms (IG and Yelp)
- 3-4 Posts per Week
- Caption Writing, Hashtag Research, Bi-Weekly Report
- Monthly Event Calendar
- Updating Yelp page with branding, menu, galleries, and monitoring reviews

3. Boost – One-time fee

- 5-Page Website (Home, About, Services, Portfolio/Gallery, Contact)
- Responsive Design, On-Page SEO Optimization, Contact Form Integration, Social Media Links Integration
- 3 Rounds of Revisions

Total: One-time fee + Monthly for Social Media Management

Timeline: Custom

EXPANDING YOUR BRAND

DSA can be engaged to deliver the following strategic services for your healthy food truck in alignment with the company's goal to open a brick-and-mortar location.



- Demographic assessment
- Research brick-and-mortar locations
- Business strategy and consultation
- Detailed expansion plan
- Full-scale marketing strategy

COLOR
PALETTE 1



COLOR
PALETTE 2



THANK YOU!

We Look Forward to Working
With You!

www.dsa-enterprise.com

