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.







Tier 1 Proposed Services



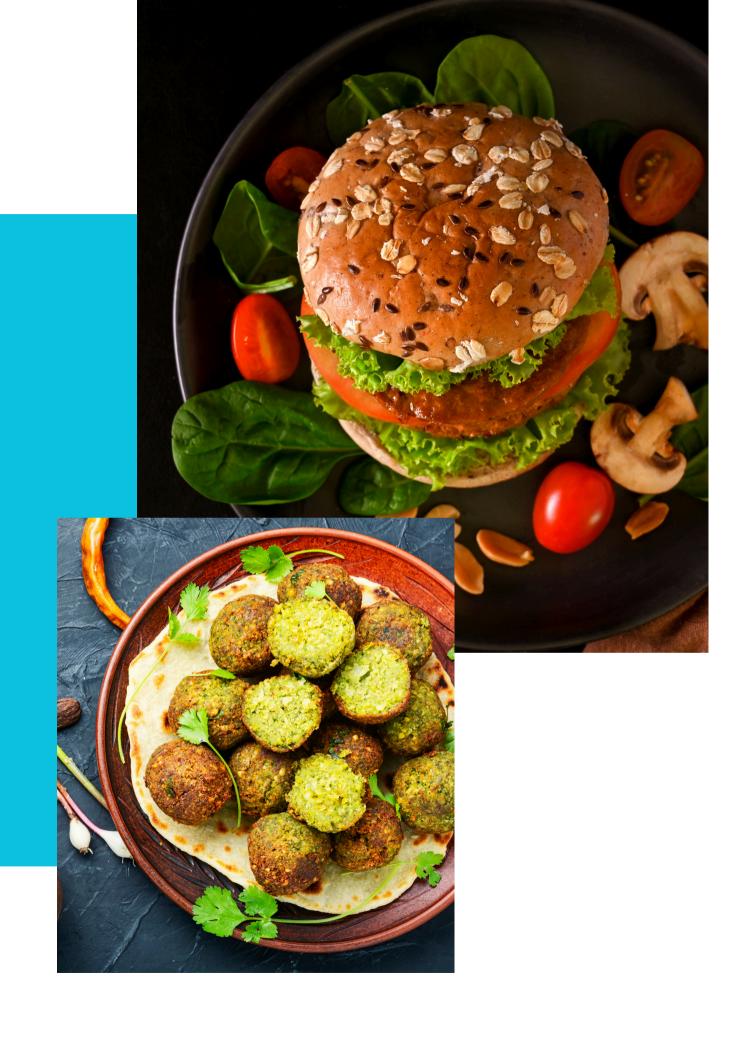
01



- 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



02



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 brickand-mortar locations
- Business strategy and consultation
- Detailed expansion plan
- Full-scale marketingstrategy







THANK YOU!

We Look Forward to Working With You!

www.dsa-enterprise.com





