



# BITES UNDER THE LIGHTS

KYLN, ELLEN, CARMEN, & NATALIE

# MISSION STATEMENT

A nighttime photograph of a city skyline reflected in water. The buildings are illuminated with warm yellow and white lights, and there are blue and white light displays in the foreground. The water is dark, and the lights create a shimmering reflection on its surface.

BITES UNDER THE LIGHTS IS THE MOST FINGER-LICKING,  
MOUTH-WATERING TAIWANESE FOOD TRUCK EXCLUSIVE TO S.F. OUR  
MISSION IS TO BRING THE TAIWANESE CULTURE TO THE PEOPLE FOR A  
HIGH QUALITY, AFFORDABLE MEAL, AND FUN EXPERIENCE.

SLOGAN

“STREET FOOD, GOOD FOOD!”



# BRAND DESCRIPTION

WHY WE CHOSE THIS BRAND NAME:

- UNIQUE
- QUICK FOOD
- RELAXED ATMOSPHERE



# FOOD TRUCK SAMPLE DESIGN

- HAVE FAIRY LIGHTS
- COMFY CHAIRS
- HAVE A POLAROID WALL FOR OUR CUSTOMERS



# Menu

## Main:

FISH CAKES/PASTE \$2

GUA BAO (STEAMED BUN)- TAIWANESE BIG MAC \$3

STINKY TOFU \$3

GREEN ONION PANCAKE \$2.50

XIAO LONG TANG BAO \$3

TAIWANESE FRIED CHICKEN \$3.50

BEEF NOODLE SOUP \$4.50

SAUSAGES \$2.50



## DESSERTS/DRINKS:

DEEP FRIED MILK \$2

PINEAPPLE CAKE 3/\$6

DEEP FRIED TARO BALLS \$3.50

BOBA TEA (REGULAR, JASMINE, TARO) \$3.50

AIYU JELLY DRINK \$3

SHAVED ICE \$4



## LOCATION

Embarcadero/ AT&T Park

2ND ST & KING ST

San Francisco, California 94111

## HOURS

MON: 4PM - 8PM

TUES: CLOSED

WED: 4PM - 8PM

THURS: CLOSED

FRI: 4PM - 8PM

SAT/SUN: 5PM - 10PM



● REC

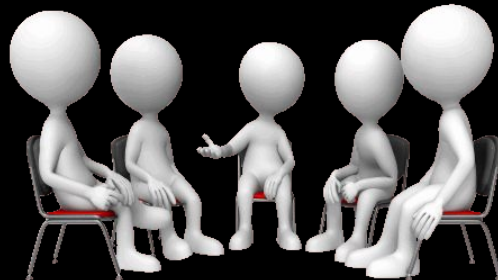
FPS 25

# Target market

- AGES 25-40
- NO SPECIFIC GENDER
- LIVE IN URBAN AREAS

WHITES & ASIANS

- FINANCY STABLE  
(MIDDLE TO HIGH CLASS)
- PEOPLE WHO LIKE TO TRAVEL & TRY NEW THINGS
- FOODIES/YELPERS



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# MARKET RESEARCH: EMBARCADERO



## RACE:

WHITE - 54.3%

ASIAN - 36.4%

AGE:  
25-40

## HOUSEHOLD:

WITH FAMILY - 31.9%

WITHOUT FAMILY - 68.1%

## OCCUPATION:

LEGAL

SALES & RELATED

MANAGEMENT

COMPUTER & MATH

OFFICE & ADMINISTRATION

# Market Research Tools



[https://docs.google.com/forms/d/e](https://docs.google.com/forms/d/e/1FAIPQLSFHBS_1DC_HrV1QStQBCVOPWERXGV06J1VCElOUEsBLcVnag/viewform)

[1FAIPQLSFHBS\\_1DC\\_HrV1QStQBCVOPWERXGV06J1VCElOUEsBLcVnag/viewform](https://docs.google.com/forms/d/e/1FAIPQLSFHBS_1DC_HrV1QStQBCVOPWERXGV06J1VCElOUEsBLcVnag/viewform)

# SOCIAL MEDIA



@BITESUNDERTHELIGHTS



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BUTL@GMAIL.COM

WEBSITE: <https://sites.google.com/view/bitesunderthelights/home>



THANKS FOR LISTENING!