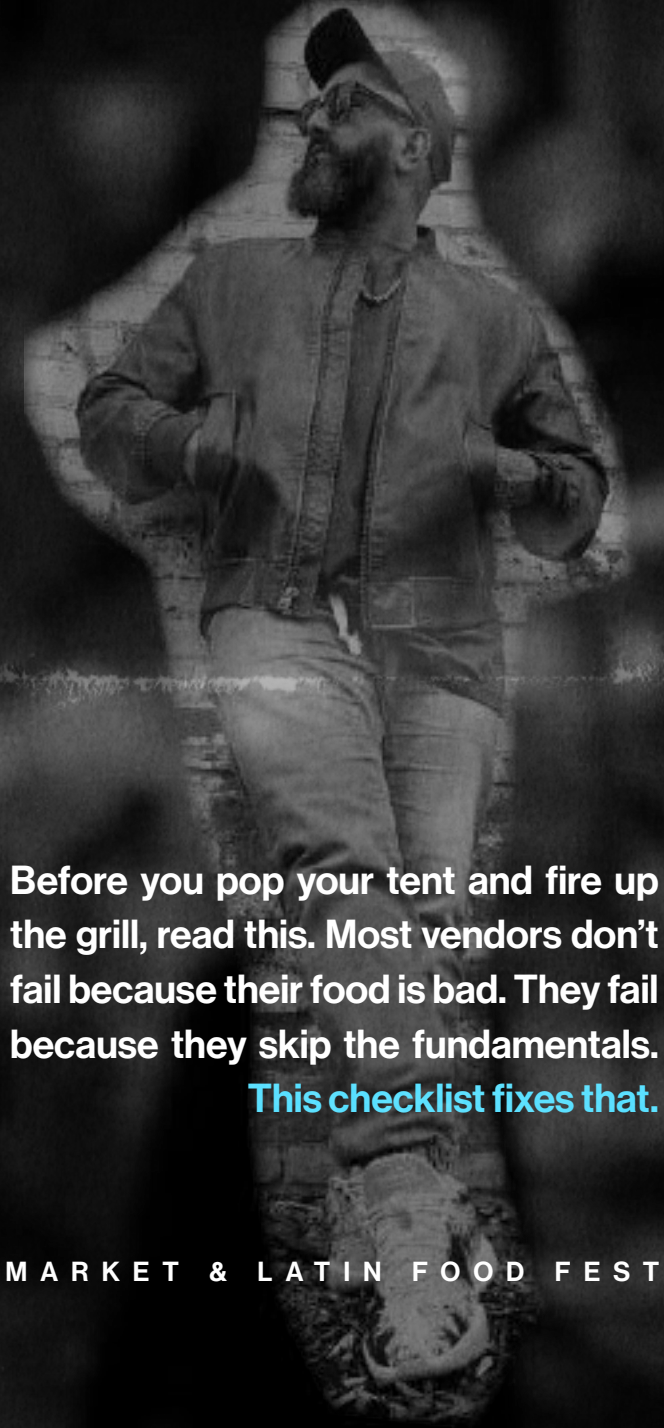


10 THINGS EVERY FOOD VENDOR MUST NAIL BEFORE OPENING — *Or Risk Losing Thousands*

Before you pop your tent and fire up the grill, read this. Most vendors don't fail because their food is bad. They fail because they skip the fundamentals.

[This checklist fixes that.](#)

BY MARCO SHALMA | CREATOR OF BRONX NIGHT MARKET, UPTOWN NIGHT MARKET & LATIN FOOD FEST



WHAT YOU GET:

Profit Tracker (*plug your numbers, get clarity*)



Pricing Calculator (*no more guessing*)



Daily Recap Template (*turn chaos into data*)



10 Real-World Lessons from the Field



Use this before opening. Then use it every week. This is your foundation.



DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL
LABOR	1	\$	
PERMITS	1	\$	
PACKAGING	1	\$	
FUEL	1	\$	
INSURANCE	1	\$	
TOTAL - 37:12			
CONTACTLESS			
[ICCD] **** CATB 0001			
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CERTIFICATION: PLATINUM			
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ISLAND 4701634 15/09/2014			

KNOW YOUR REAL COSTS OR **DON'T BOTHER**

If you can't tell me what it costs to make your top-selling dish, down to the penny, you're already in the red. Pricing off vibes is how vendors burn out. "Feels like \$12" doesn't pay the bills.

WHAT TO DO

Track your food, packaging, labor, permits, fuel, and insurance. Total it up. **Multiply by 3.** That's your baseline. Use the Profit Tracker to run your numbers in under 10 minutes.

CUT THE MENU IN HALF. *THEN CUT IT AGAIN.*

Every extra item is more prep, more waste, more time. And most customers buy the same 1–2 things anyway. If your setup takes longer than 5 minutes or your board looks like a diner menu, start over.



WHAT TO DO

Find your top 3–5 dishes. Build your rep on one or two hero items. Make them fast, craveable, and profitable. When you run like a machine, add more—if you need to.

YOUR BOOTH SHOULD SPEAK BEFORE YOU DO

People decide in 3 seconds whether to stop at your booth. If they don't get it, they keep walking. And that's money walking away.

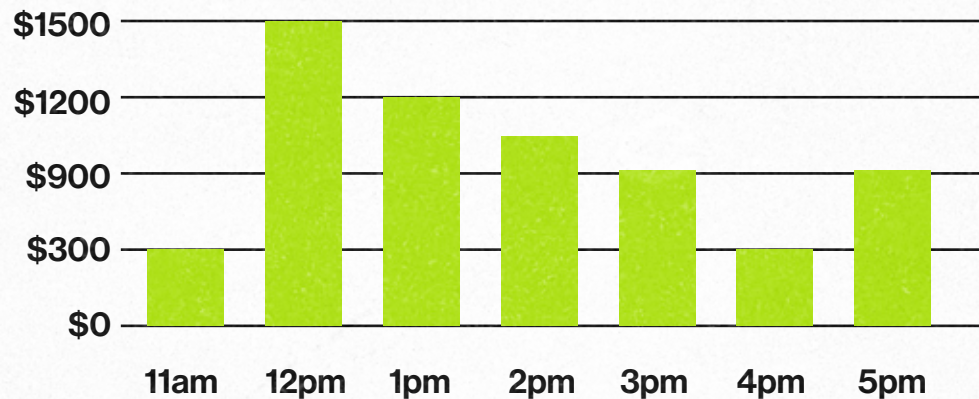
WHAT TO DO

Clear name, clear signage, bold photos, visible prices. One direction only:
order --pay --pickup. No crowding. No confusion.



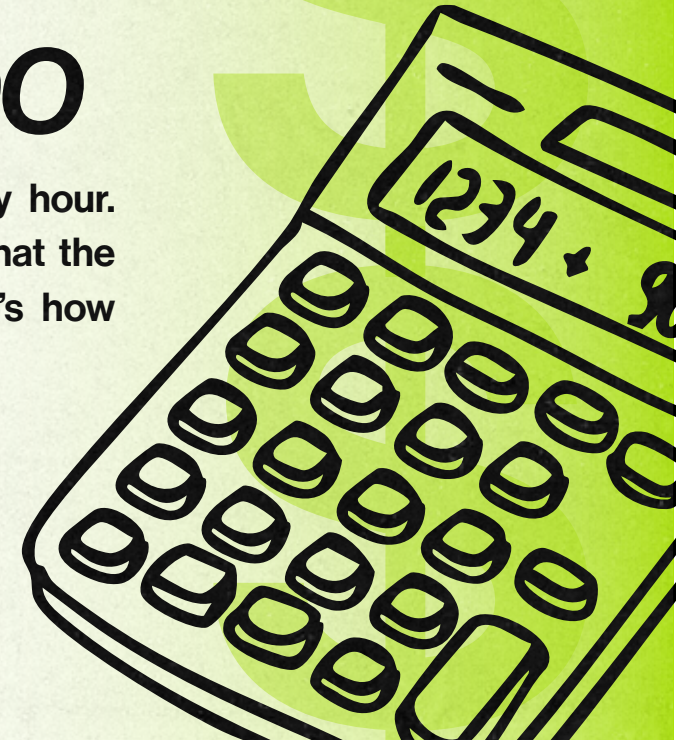
SET A SALES GOAL. REVERSE ENGINEER EVERYTHING

“Let’s see how it goes” is not a strategy. Want to make \$3,500 today? Then you need 250 sales at \$14. If you don’t know that going in, you won’t hit it.



WHAT TO DO

Set a number. Break it down by hour. Staff and prep for that. Know what the average ticket is. Track it. That’s how pros play.



PAYMENTS MUST BE FRICTIONLESS

Every failed tap, every “hold on, let me reboot,” every “we don’t take cash” is money lost. People walk. Lines stall.

**CASH
ONLY**



WHAT TO DO

Accept everything: Apple Pay, chip, swipe, cash. Keep backups for your hotspot and card reader. Bring extra chargers. Test before every event.



SHOW PROOF YOU'RE *LEGIT*

People trust what others already trust. If you've done events, been reviewed, or have great IG content—show it.

WHAT TO DO

Print a sign: “As seen at Bronx Night Market” or whatever fits. Screenshot your best review. Add a QR code for IG or Google. Let the booth build your rep for you.



BE READY FOR THE RUSH OR FALL BEHIND

Most of your sales happen in a 90-minute window. If you're still cutting onions or figuring out change, you're missing your payday.



WHAT TO DO

Pre-portion. Pre-label. Pre-cook. One person takes orders. One runs transactions. One plates. That's the system. Build it and own it.



WEATHER-PROOF YOUR HUSTLE

Rain, wind, heat—they don't care about your goals. But the vendors who prep for it? They win on the bad days.

WHAT TO DO

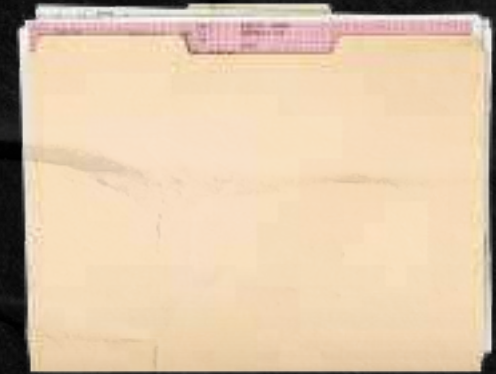
Bring tent weights, waterproof signage, ziplocks for cash, towels, fans. Have a quick setup for moving things fast. You don't need perfect weather. You need a plan.



PERMITS AND DOH PAPERWORK: ALWAYS ON YOU



You'll get shut down in under 60 seconds if you're not ready. No warning. No refund.

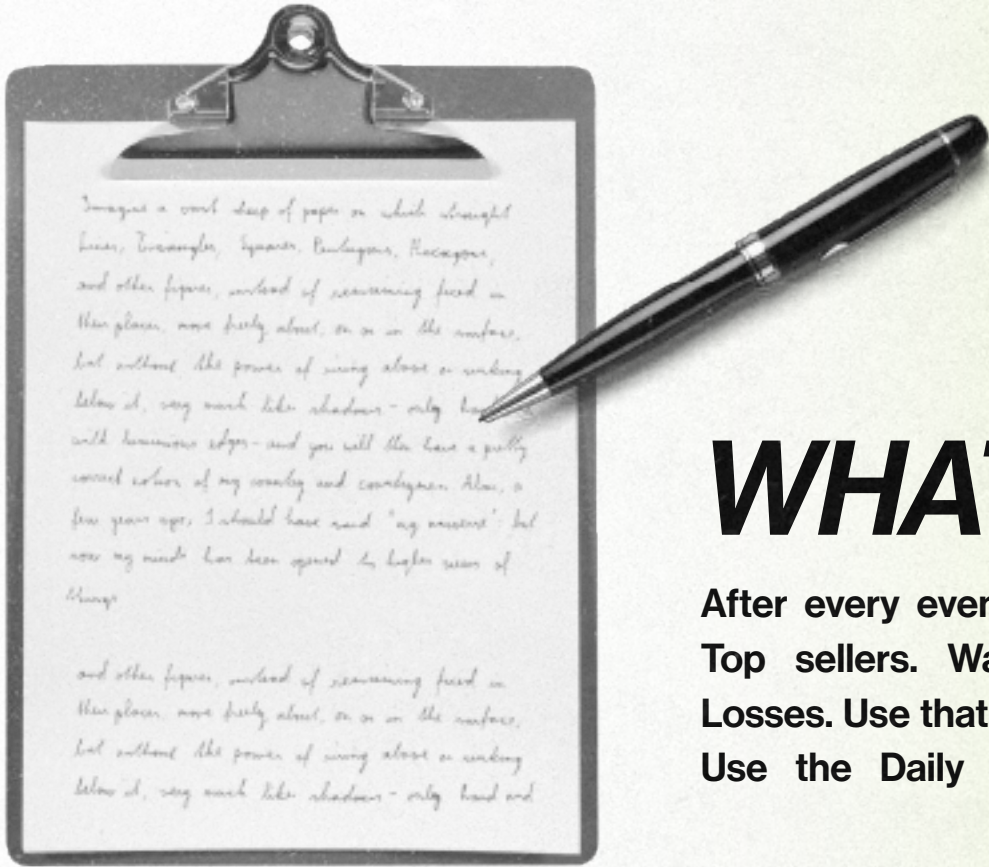


WHAT TO DO

Build a go-bag. Keep every required permit, safety doc, certificate, glove, sanitizer, thermometer, hairnet—everything. Keep it packed. Keep it updated. No excuses.

RECAP OR REPEAT THE SAME MISTAKES

You don't learn by guessing. You learn by reviewing. The vendors who track their numbers grow. The ones who don't? They stay stuck.



WHAT TO DO

After every event, record the total sales. Top sellers. Waste. Bottlenecks. Wins. Losses. Use that to adjust your next event. Use the Daily Recap Template. Learn, improve, scale.

BONUS TOOLS

FREE DOWNLOAD FREE DOWNLOAD FREE DOWNL

Grab the exact
tools we use inside
EXPDTMETHOD

PROFIT
TRACKER

PRICING
CALCULATOR

DAILY RECAP
TEMPLATE

THEY'RE FREE.
NO FLUFF.

Click the link below to grab your own copy of the toolkit

You'll be prompted to 'Make a copy' so you can edit and use it without touching the original

GET YOUR COPY HERE



YOU'RE NOT JUST SELLING FOOD. **YOU'RE BUILDING A BUSINESS.**

**Most vendors skip these steps.
That's why most vendors stay broke.
If you want to build something that
lasts, *start here*. Don't wing it.**

This checklist is your foundation. Own it.

— Marco Shalma

Founder | The EXPDT Method

EXPDTMETHOD