

Mobile restaurants in saudi arabia



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Have you ever heard about a restaurant has tires and it is able move?

Restaurants are considered as one of the most important businesses in Saudi Arabia. Although Saudi Arabia has a lot of different kinds of restaurants, people like to eat from new places, for instance, trailers, homemade food (food that prepared by some popular families), and trucks. Young adults love the idea of food trucks, because it redefine the traditional concept of restaurants. The percentage of food trucks has increased recently in Saudi Arabia, and it became very profitable. Also, the government will help any citizen wants to start his own project by financial support. There are some ways that the food trucks owners have followed to make them successful.

Some food trucks have an expensive menu for basic meals. The trucks owners know that the customers will buy food regardless how much it is cost. For example, a few years ago one of my friends tried a food truck that offered Cheese Burger and French fries. He told me that the food truck is incredible. Everything was perfect, and clean. The staff was very kind. They focused on the smallest details to make their truck unique. I asked him about the taste, and the prices. My friend said it was delicious, but a bit costly compare with other gourmet restaurants. It was too crowded, and you need to wait for 30 minutes at least to pick your order. However, some days the crowd could increase if the trucks owner invited one of the social media celebrities.

Social media is very important way to promote for anything in Saudi Arabia now days. The huge companies, and brands abandoned TV and radio advertisements and replaced them with social media celebrities. They give them money to talk positively about their products. However, food trucks

owners use this method to attract people. For instance, my cousin decided to buy a food truck. At first, she got support from her family and friends, but then the amount of people that came to buy from her truck was less than what she expected. Although she spent all the money that she had, she never gave up. First, she has requested a bank loan. Then she contacted one of the popular celebrities in the country to promote for her truck, and it worked. That guy came to her food truck and informed his followers that he was there. That night she earned about 50 percent of the money that she spent.

Teenagers are an essential target for food trucks owners. They know that teenagers would like to try this new experience. Most of the food trucks offer them what they wish. For example, they work hard on the decoration, and use creative way to serve the food. They named their meals by the famous singers, or soccer players, in addition, each meal has its own shape and color. Sometimes they do activities, such as give a free meal for the customer number 30 per day, or at the end of every month they put a random present for the lucky customer. The customer can find it on the bag if his order to go, or if he wants to eat at the truck, he will find it under the his chair . All these things attract teen agers in Saudi Arabia.

In conclusion, every country has something that people talk about it a lot, or even try it. It could change every week, month, or year depending on how is it unusual, strange, or creative. Every trend started with a small basic idea. If you got an idea, do not give it a rain check, just do it immediately. It might changing your destiny.