

What the mobile vending business means to me.

I have had the pleasure of working in the ice cream business on and off for the last four years. Over that time, I have had the opportunity to interact with a wide range of customers, some of whom operated their own mobile vending business. There is not a specific type of person that you will find operating their mobile ice cream business; they come in all shapes and sizes. Some of these individuals have day jobs, some exclusively operate their vending business. Both sets of people do share a common denominator though: they all want to be their own boss. Owning your own business can be a costly and risky endeavor; there are monetary risks that go along with starting a business. In addition to the financial aspect, operating a business in a building tethers you down, making a potential relocation unrealistic. I think that the people that operate mobile vending businesses make the smart decision and investment in their financial future. Having an ice cream vending truck means you can work your own hours at your own pace. It also means you can run your operation how you want. It is so often that an employee feels like their talents or ideas are being underutilized, but when you operate your own business, you can bring your own ideas and tactics into your mobile vending business.

To me, the mobile vending business covers such an array of business opportunities as well as the potential for personal and financial gain. Starting a business is an expensive and risky venture; I watched my grandfather do it for years and mental and financial strain he was under is indescribable. Paying for a space, as well as paying for inventory and employees is stressful enough, but the business owner still has to worry about the success of their business. There are so many important factors that go into running and maintaining a stationary business that it can sometimes seem overwhelming. However in my experience, most of the men and women that operate mobile vending businesses have small and manageable operations. They are usually their own bosses, CEO's and managers. They normally operate alone, but it is not uncommon for them to have a few employees. I personally enjoy the idea of small business that mobile vending affords. Not having a great deal of overhead, having few employees and setting your own hours take a lot of the stress off of an individual. In addition to that, you are handling all of your inventory so you are easily able to track the spending and purchasing within your company. Not to say that operating a business out of an actual space is a bad thing; retail stores are crucial in an economy. However, I personally enjoy the thought of the simplicity of running a small operation.

To me, the mobile vending business means freedom and having the fluidity to operate your business how you want it to run. I think it also allows people to operate a business who would otherwise be unable to do so. To me, the mobile vending business is an exceptionally beneficial business option with the potential for high rewards.