



Operation Chuck Wagon
Force-Field Analysis
July 11, 2012

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Info to public / targeted businesses (newspaper article, chamber of commerce letter, police chief assoc)	Consumer / Business not educated
Handle product properly; larger profits with less waste	Profits over safety – must sell; small profit margins
Increase communication about substitute trucks	One mobile food vending company, but many trucks
Host safety class	Vendor's lack of knowledge
Quick inspection if following regulations	Very competitive market; must move quickly
Afternoon – opportunity to interact	Very busy; challenge to get vendors involved in QI process
Website – mobile vendor of the month; info on safety	Culture??