COUCH
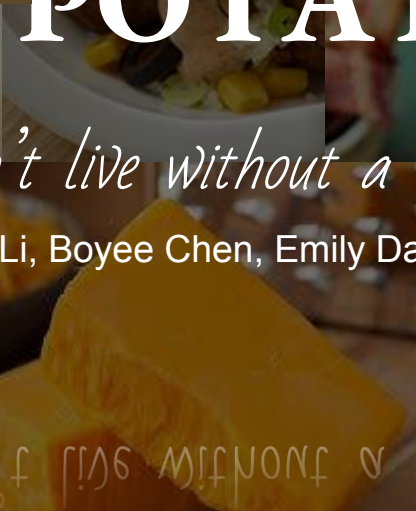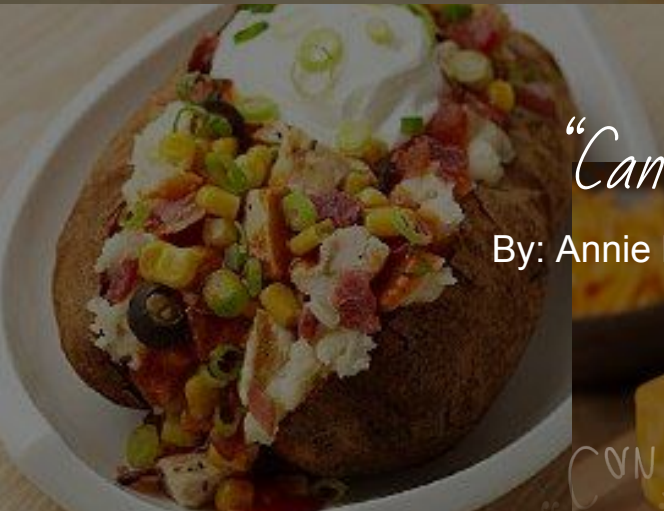# POTATO

"Can't live without a hot potato."

By: Annie Li, Boyee Chen, Emily Dang, and Allen Wong

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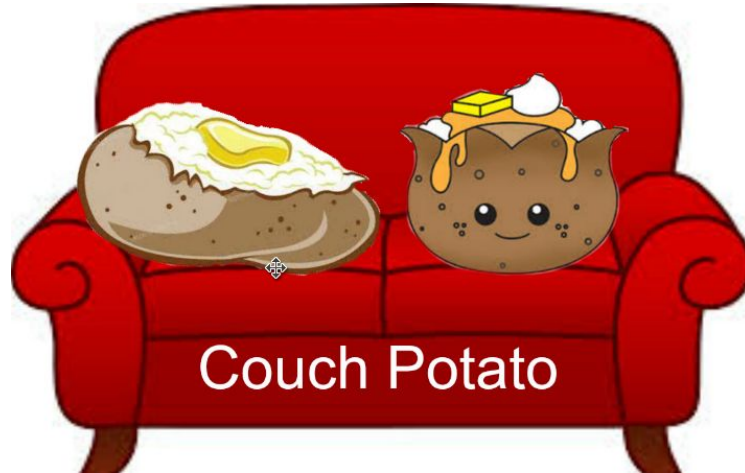# Mission Statement/Logo

We are Couch Potato and we are happy to serve people of all ages. We offer a huge variety of locally sourced potatoes grown less than a few miles from San Francisco. We are committed to providing high quality, yet convenient food to meet the values of consumers by serving anyone our baked potatoes. We carry lots of different toppings to satisfy everyone's taste.

Couch Potato

Menu & Prices

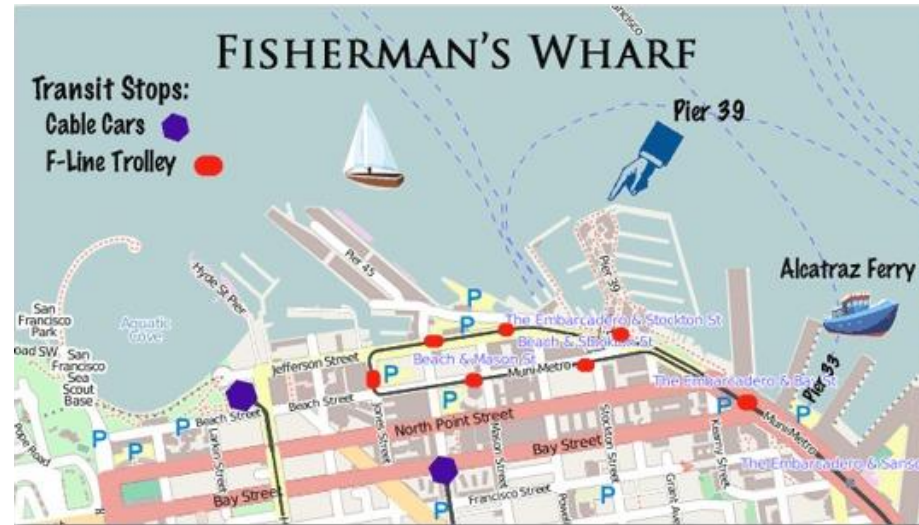| Baked Potato $4.50	
Topping additional	
Vegetables ($1.50)	Protein ($3.00)
- Spinach - Broccoli - Green Onions - Corn - Peas - Carrots - Black Olives - Chop Tomatoes - Mushrooms	- Sliced Hard boiled egg & Tofu - Melted Cheddar Cheese - Shredded Chicken - Bacon

Sweet Potatoes $5.00
Mashed
Baked

Roasted (New) Potatoes $5.00

Drinks: $1.50
Coca-Cola, Pepsi, Sprite
Water

Location

Fisherman's Wharf
(Pier 39)

FISHERMAN'S WHARF

Transit Stops:
Cable Cars
F-Line Trolley

Pier 39
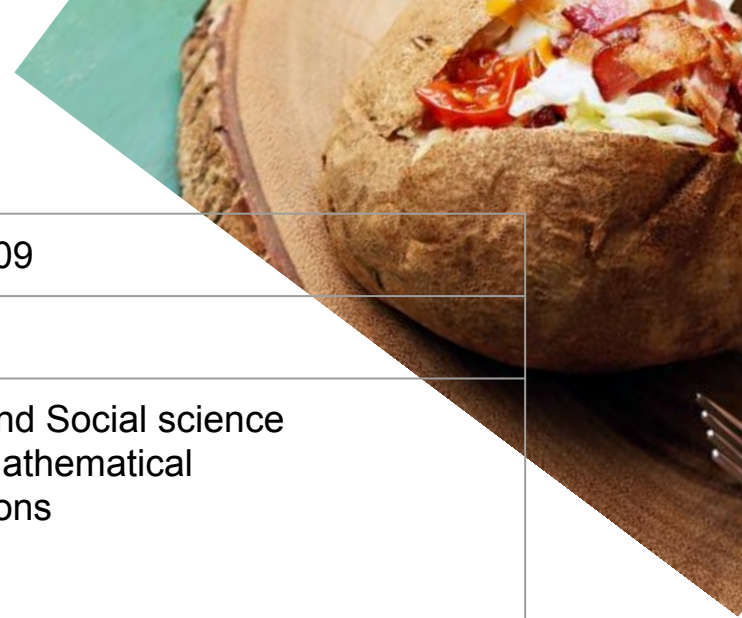
Alcatraz Ferry

Target Market Data

Demographics: Our target market are teenage students who are ages 13 to 18.

Psychographics: We want to target teenagers that want a fulfilling lunch without breaking the bank.

Data Collection Of Demographics

Data	Area Code: 94109
Average Household Income	$106,762
Top 5 Occupations	-Life, Physical,and Social science -Computers & Mathematical -Legal Occupations -Management -Health/ treating
Top 5 Industries/Businesses	-Accomodation & Food Services -Management -Real Estate -Health Care -Educational
Most Common Ethnicity or Culture	White/Asian
Most Common Level of Education	Bachelor's

Survey

https://docs.google.com/a/s.sfusd.edu/forms/d/1tW2uImkVKzYtaabLJZ61Dp2Brq5tW18f-LynrjaUN9A/edit?usp=sharing_eil&ts=5a0dfe92

Social Media

https://sites.google.com/view/potatotruck/home?authuser=1