

Recent Blog posting from an independent hot dog vendor to Steve Schaible, Hot Dog guru.

Hey Steve

I have a quick question and would appreciate if you could help me out. I am about to start up my hot dog biz. Having a little trouble about pricing the hot dog meal. I was thinking \$3.50 or \$3.75 for a dog, chips and soda and \$5.00 for 2 dogs, chips and soda OR \$4.50 for just a dog, chips and soda, which seems a little pricey to me. Which one sounds better? When customers shell out the \$3.50 for a meal, they are likely to give me a \$5 bill to pay for it. So when they see 2 for 5 they say "what the heck" and go for it. Please I need some advice. In today's economy I am not sure what people are willing to pay. Thank you for your time.
J.P.

Hi JP;

Definitely go with the \$3.75 meal deal and the 2 dog meal for \$5. You're smart to consider the way people think when they are making a purchase, and you're right on the mark.

Don't worry about the economy. The timing has never been better to start a hot dog cart business. People will always need to eat, and contrary to popular thought, eating out is not a luxury - it's often a necessity. Especially at lunch time for working folks, or at a fair or festival.

Having said that, I will admit that I'm glad I don't own a fancy steak house or French restaurant right now. Those guys are going to get hurt. They're going to get hurt by guys like us who offer a fast, hot, tasty meal at a fair price - a price that people can justify in their minds.

I love recessions. We hot doggers are positioned to make a LOT of money right now...

Good luck and keep me posted,

Steve