Factsheet

**Name:** Business Heroes: Street Grub

**Genre:** Strategy/Management/Business Simulation

**Platforms:** PC

**Release Date:** November 2024

**Price:** $17

**Developer:** Visionaries

**Publisher:** Visionaries, Hawthorn Games (China Only)

**Unique Selling Points:**

* *Spiritual Successor to Lemonade Tycoon:* Blends the nostalgic charm of classic simulations with a modern business strategy approach.
* *Deep Economic Simulation:* Navigate a complex economic landscape and adapt your strategy to fluctuating market trends.
* *Dynamic Market Conditions*: Face and adapt to unforeseen events like disasters and economic shifts that keep the gameplay fresh and challenging.
* *Expansion Opportunities*: Grow your business across 7 unique localities, each offering distinct customer groups and sales challenges.
* *Turn-Based Strategic Gameplay*: Make crucial decisions at night and watch the results unfold during the day, combining strategy with anticipation.
* *Global Experience*: Start up your culinary empire in 15 capital cities, each with unique market conditions and currencies.
* *In-depth Financial Management*: Utilize detailed financial reports to guide your management decisions, ensuring every move is numbers driven.

Description of the Game

Step into the shoes of a budding entrepreneur in *Business Heroes: Street Grub*, an exciting turn-based strategy game inspired by the beloved *Lemonade Tycoon*. Start with a modest food truck and navigate the challenges of building a successful business in a world where customers are brutally honest, and every decision counts.

**Your Journey to Success**  
Your ultimate goal? Transform your burger stand into a sensation, become a millionaire, and inherit the empire of the legendary capitalist, Master Lee. In this world, each customer is a puzzle with unique preferences and behaviors. Analyze, adapt, and tailor your offerings – from pricing to service – to cater to each individual's taste. Your decisions will shape the destiny of your enterprise.

**Core Gameplay Features**

* **Create:** Craft the perfect burger recipe with the right pricing for diverse customer groups, each with their own preferences and spending habits. It won’t be easy, but the right recipe can make all the difference.
* **Manage:** Keep your business running smoothly by managing inventory, finances, and staff. Ensure your workers are happy with fair salaries and bonuses, and never run out of stock on a busy day.
* **Research:** Innovation is your secret weapon. Invest in research to unlock new tools, technologies, and recipes that will keep your business ahead of the competition. Keep evolving to thrive in the fast-paced world of street food.
* **Upgrade:** Want to entertain your customers while they wait? Add a LED TV with Surround Sound. Need more storage? Upgrade your stand. Don't forget to invest in weather-proofing to keep your customers happy rain or shine.
* **Expand:** Grow your business across 7 unique locations in the city, each with its own population mix and challenges. Spread your culinary empire and dominate the market.
* **Market:** A great recipe is only half the battle – you need customers to know you exist. Run targeted marketing campaigns to attract buyers and grow your brand.
* **Respond:** Be prepared for the unexpected. Whether it's a celebrity endorsement or a sudden market shift, your ability to react quickly will keep you on top.

**Gameplay Modes**

* **Single Player:** Dive into Career Mode and experience the thrill of building a food truck empire or unleash your creativity in Sandbox Mode. Test your skills in Daily Challenge Mode or push your limits in Time Challenge Mode.
* **Multiplayer:** Compete against up to 5 friends in a 30-day food truck showdown. Outsell, outgrow, and outsmart your competition to come out on top.

**Strategic Depth**  
Beyond the day-to-day operations, keep an eye on city-wide economics, adapt to market fluctuations, and make data-driven decisions using in-depth financial reports. Each city offers unique market conditions and currencies, making every playthrough a new challenge.

**Turn-Based Strategy**  
Make most of your business decisions at night and watch the results unfold during the day. Every choice, no matter how small, impacts your path to success.

**The Ultimate Test of Strategy and Adaptability**  
*Business Heroes: Street Grub* is more than just a business simulator – it’s a test of your strategic prowess, adaptability, and creativity. Are you ready to turn your humble food truck into a culinary empire?