MEMORANDUM

DATE: 14TH July,2020

To: CEO of Dunken Pizza House

From: Ajay Dhariwal, Analyst at McKenzie

Subject: Data collection for marketing survey

It is essential to know the target groups and proper advertisement channels in business. Since our restaurant Dunken Pizza House is small yet and has to compete with other well-established brands like dominos, I suggest focussing on two main areas namely delivery time and quality of the food that Dunken Pizza house provides.

For improving the perceived quality of our product in comparison to other competitors, I suggest to carry out a survey on potential customers from nearby areas and ask them the traits and things they want in their pizza. This could range from the diameter of the pizza to the amount of toppings provided on the pizza. If statistical analyses on the data collected state a positive correlation among the diameter of pizza and the perceived quality of the pizza, I recommend to increase the diameter of the pizza and reduce the thickness of the crust. In this way, the overall diameter would increase and Dunken Pizza House would not have to spend in extra money on the material of the pizza base to have more customers in their store. More diameter means more surface area which means more toppings can be applied to increase the overall aesthetics of the pizza. This would help Dunken Pizza house take on the rivals with a very great margin as customers would increase without any significant expenditures.

For improving the delivery time of the dunken Pizza house, I suggest in carrying out a survey to identify the most potential areas from where maximum people would like to have pizzas delivered to their houses. Also, survey can include questions as to what expectations do they have from the delivery guy. A summary of the data collected can prove beneficial in designing the training sessions for the delivery guys. A trained and a well informed delivery guy can prove pivotal in the growth of online business for Dunken Pizza House and can help in competing major pizza stores in the neighbourhood.