

# Business Case Study

**A person owning one standalone Pizza Shop wants to start a second Pizza Shop. Help the Person with a strategy to start the second shop.**

# Questions & Clarifications

Website/E-commerce suggestions-

- Traffic rate- The rate at which people have visited the site for online ordering. Estimated 1000/Million net users
- Bounce rate-The rate at which people visit website but do not buy. Estimated 800/Million net users
- Exit rate- The rate at which people check the pizzashop website and buy from a different website .Estimated 300/Million net users
- Page value- Here the users are more as they tend to buy from the pizzashop even after visiting other websites. Estimated 700/Million net users
- Success rate- It can be seen that the success rate is very high as it is a successful venture. Estimated 70% success rate at the shop

# Questions & Clarifications

Restaurant offline suggestions-

- Footfall- Is it a good selling restaurant from long time or recently?  
Answer clarifies the present pizza shops footfall and crowd attract ability of the shop.
- Seating capacity- Is the seating capacity for more than 50 people at a time?  
Answer clarifies the seating capacity of the pizza restaurant.
- Seating pattern-Fine/Casual Dining-Is it fine dining or casual dining?  
As it is a pizza shop ,basically it is a casual dining only.
- Kitchen size- Is the kitchen big or capable of handling more people at a time?  
Answer clarifies that the kitchen has the capacity to handle restaurant customers and takeaways from the restaurant.
- Customer segment- Does the restaurant target all age group people or only young ones?  
The main target should be the main customers as they are more attracted to the Italian cuisine.
- Menu & cuisine- Italian Pizzas
- Labour cost- Minimum of `10 workers should be present at the time restaurant is operational.
- Raw material cost-Raw material cost should be similar to the previous shop.

# Analysis Using Framework-MECE

- Identifying key costumers(20% of all customers) from the previous shops that drive more than 80% of the restaurant's revenue.Hence telling them about the new shop and requesting them to spread the message forward.
- Using marketing strategies such as Hoardings,Pamphlets,leaflets in the area where the new shop is being built.Also using digital marketing strategies to advertise about the new shop.
- Using attractive young crowd appealing things such as Indoor games(Foosball),playing live matches in the shop.
- Good interiors also attract many customers.
- Giving attractive offers and coupons to the new customers of the shop.Using E-commerce to attract more crowds with offer codes.

# MECE Tree

Problem  
Statement

Need to open a  
second pizza  
shop

Identify Key Goals  
with business

Increase  
Revenue

Reduce costs  
associated with  
Business

Give solutions

Increase Orders

Increase menu  
variations

Shift to less  
costly locality &  
save electricity

# Suggestions

- Making a whole new menu of pizzas and also continue the bestsellers from the previous store.
- If in the survey potential customers want more desserts and drinks with pizza menu, then there should be good addition of dessert and pizzas along the main Pizza menu.
- According to suggestions, there should be more spacious infrastructure for birthday parties and other corporate events if possible in the shop. Hence make space for accommodating large offers at a time.
- Provide personalised gifts for customers who order above a certain amount.
- Provide special benefits for employees (like incentives, 'Employee of the Month' etc.)
- Suggest a more local solution to the problems of the locality of the new shop. Like donate some percentage of profit to local slum etc. This humanitarian effort might increase the sale of the pizza shop even more.

# Conclusion

- Hence we infer that for the above problem statement of the business case study can be solved by the use of above framework and suggestions.
- Hence using MECE Framework we can solve the above business case study.