

MARKETING PROJECT  
spring 2014

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# PIEOLOGY BERKELEY

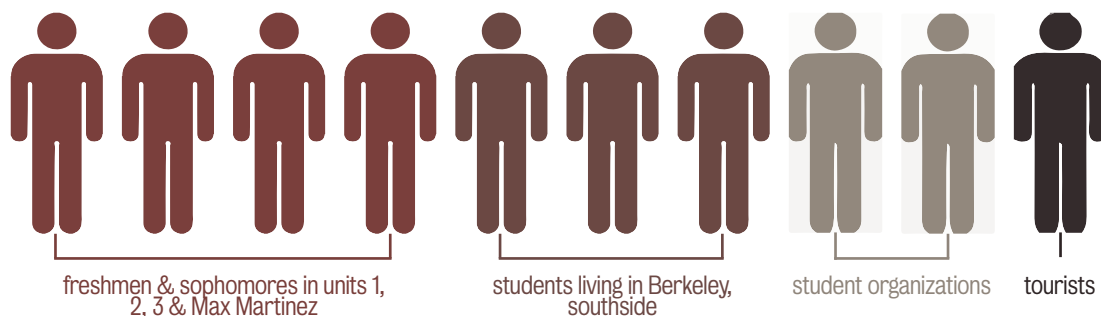
BE INSPIRED TO MAKE A DIFFERENCE,  
ONE PIE AT A TIME.

# EXEC SUMMARY

## INCREASING BRAND AWARENESS

The UC Berkeley campus area is currently saturated by well-established pizza stores. In order for Pieology to be successful, it must establish a strong and unique brand offering to its customers. By expanding partnerships with the UC Berkeley campus, student organizations, and the greater Berkeley community, Pieology can establish a strong presence on campus, reach its target customer, increase store traffic, and generate higher sales revenues.

## TARGET MARKET

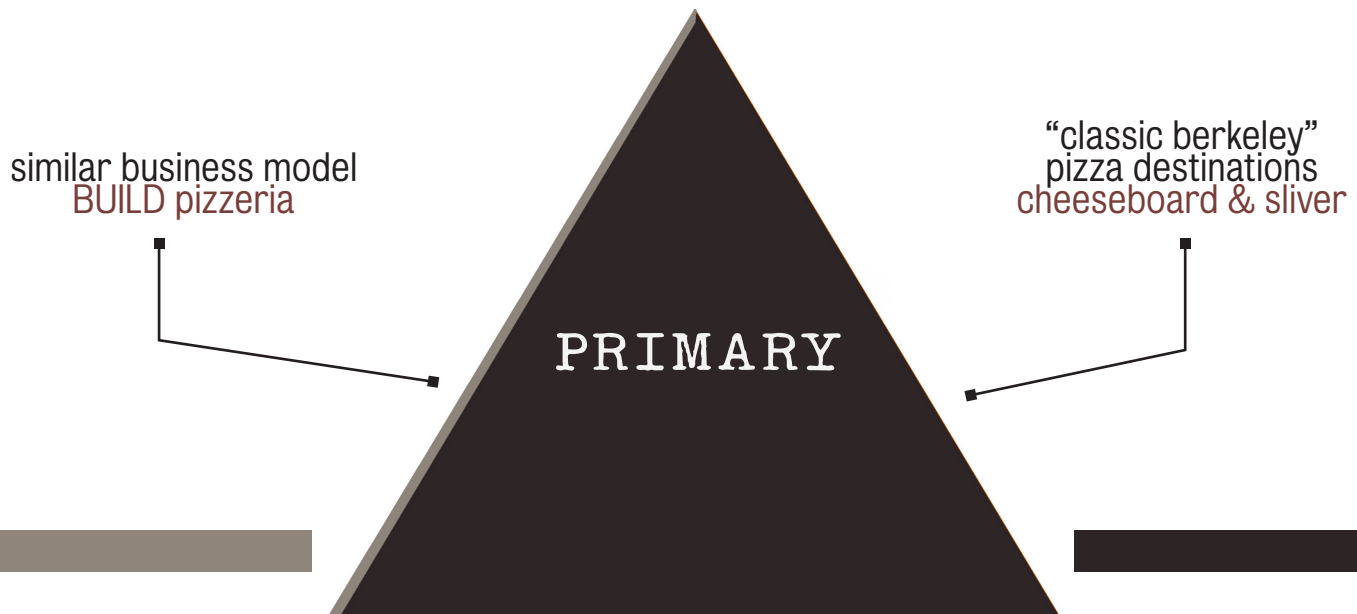


## STRATEGY

target new students  
early, establishing  
brand loyalty &  
increasing long-term  
profits

explore catering  
possibilities &  
separate catering  
menu  
host fundraisers

# COMPETITORS



ideal location, close to campus  
fat slice & blondie's



never any lines



high quality ingredients  
closer  
perfect crust



best price



good quality pizza  
high quality ingredients



good flavor



garlic cream sauce  
lots of cheese

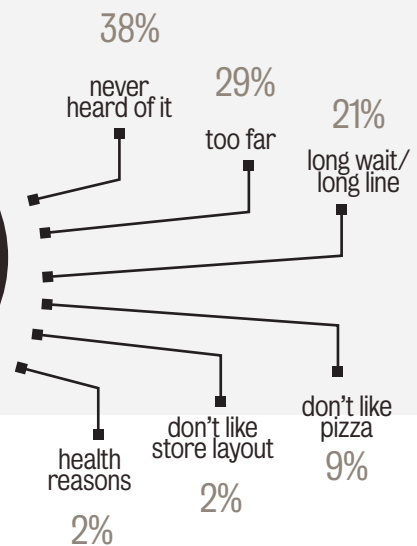
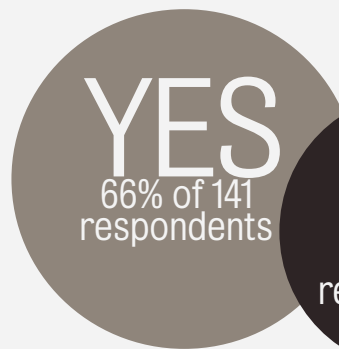


tastes better  
live music  
closer  
varying menu  
affordable  
happy hour deals  
green pesto sauce  
unique  
tastes the best  
high-quality ingredients  
good pizza  
quick bite  
faster  
bar

## THE CHEESE BOARD COLLECTIVE

vegetarian option  
super fresh pizza  
cheaper per person  
more room  
better neighborhood  
simple, fast to order  
organic ingredients  
high quality ingredients  
unique flavors  
better value  
Berkeley original  
shorter line than pieology  
gourmet pizza  
live music  
better taste

# SURVEY



have you eaten at  
pieology? if not, why?

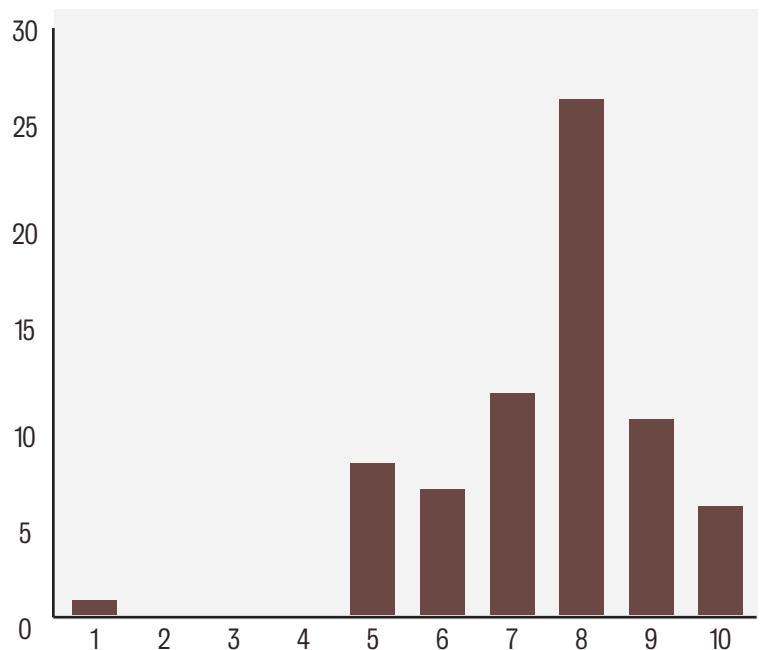
7.54 customer  
service

food &  
taste 8.01

8.17 cleanliness

decor 7.53

rate (1-10) your overall  
experience at pieology:



7.95 OVERALL

# STRATEGY

deals & student discounts  
loyalty programs  
social media check-ins

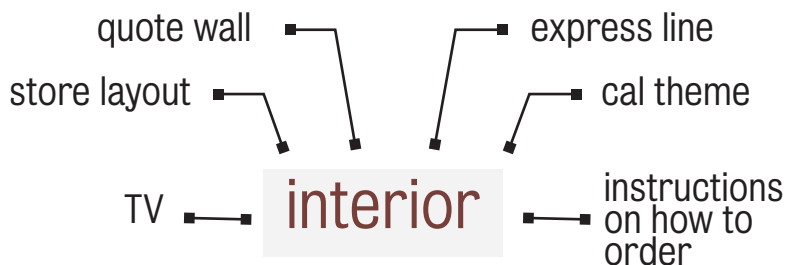
## PROMO

## SERVICE

increase training  
increase efficiency  
create relationships  
residence hall catering  
student organizations



## DECOR



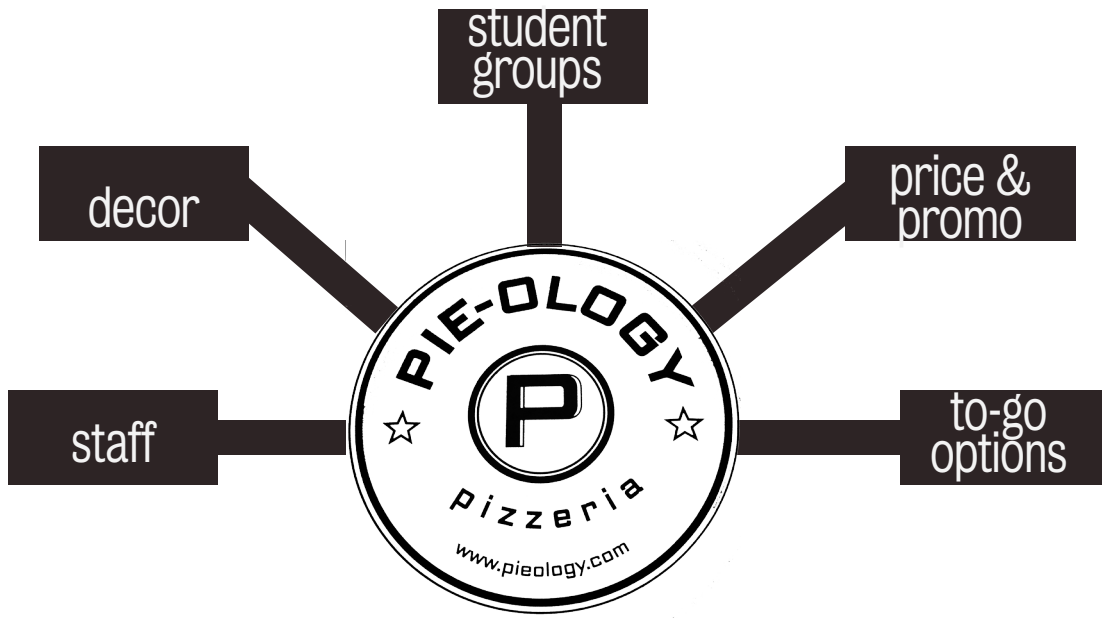
### exterior

external pieology signage  
menu displayed outside



order online  
dine-in & takeout

## SUMMARY

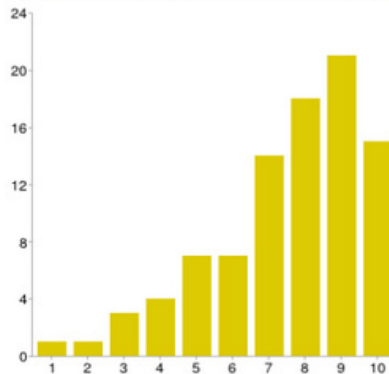


# IMPLEMENTATION

[illegible]

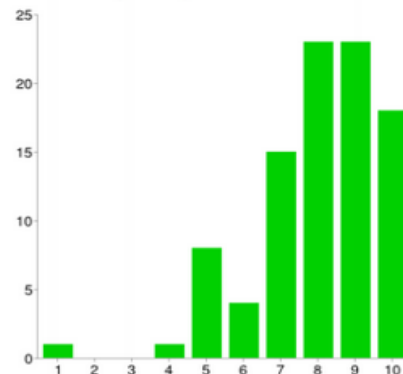
# ADDITIONAL DATA

Please rate your experience in terms of CUSTOMER SERVICE at Pieology



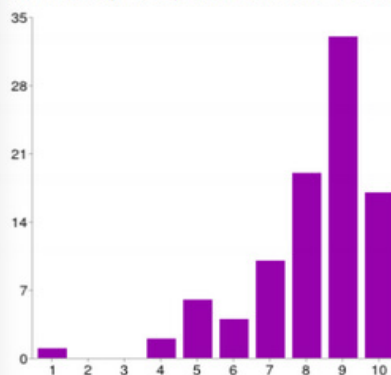
1	1	1%
2	1	1%
3	3	3%
4	4	4%
5	7	8%
6	7	8%
7	14	15%
8	18	20%
9	21	23%
10	15	16%

Please rate your experience in terms of FOOD/TASTE at Pieology



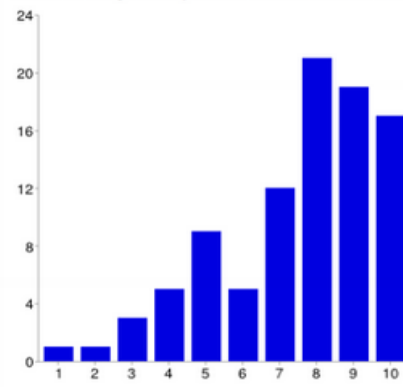
1	1	1%
2	0	0%
3	0	0%
4	1	1%
5	8	9%
6	4	4%
7	15	16%
8	23	25%
9	23	25%
10	18	19%

Please rate your experience in terms of CLEANLINESS at Pieology



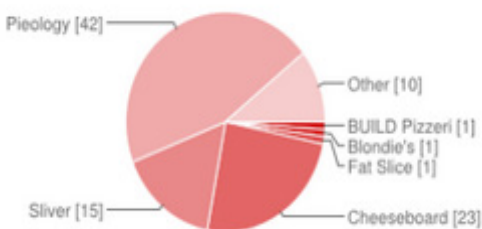
1	1	1%
2	0	0%
3	0	0%
4	2	2%
5	6	7%
6	4	4%
7	10	11%
8	19	21%
9	33	36%
10	17	18%

Please rate your experience in terms of DECOR at Pieology



1	1	1%
2	1	1%
3	3	3%
4	5	5%
5	9	10%
6	5	5%
7	12	13%
8	21	23%
9	19	20%
10	17	18%

Which of these places would be your first choice?



BUILD Pizzeria	1	1%
Blondie's	1	1%
Fat Slice	1	1%
Cheeseboard	23	25%
Sliver	15	16%
Pieology	42	45%
Other	10	11%

## Cheeseboard

Like the vegetarian option and the pizza is always super fresh  
 Delicious, cheaper per person, more room and better neighborhood  
 Has good pizza, good decor, good vibes, and excellent customer service.  
 Pricey, but best quality

It's a classic! And it's fast and simple to order, and it tastes amazing!

I like cheeseboard because of the organic ingredients and unique flavor combinations. I love Pieology too! They are just very different types of pizza restaurants with different kinds of ingredients and flavors. All great! I love the oven at Pieology and being able to choose what to put on my own pizza. That's awesome. I just like Cheeseboard a lot as well

You get more

It's a Berkeley original you can't beat

They use higher quality ingredients

Pieology line is so long

Can't beat that gourmet pizza, but Pieology is good when I'm too lazy to go that far away

Live music.

### BUILD Pizzeria

"A little pricey, but still manageable on a less frequent basis. The quality of the ingredients is what really sells me. I'm both a pizza snob and a pizza junkie - so I appreciate traditional, very high quality pizza, and far more economic pizza. Overall, I will likely be coming to Pieology much more than BUILD, maybe 1 a week or every two weeks. The location is out of the way for me."

BUILD - The crust is perfect and staff looks happy. The staff at Pieology did not look happy and the crust was OK.

### Blondie's

Price

### Fat Slice

Never any lines; Pieology has too long lines.

### Sliver

Sliver tastes a lot better, and they have live music. It's farther, though

Closer by Center

Tastiest

Varying menu; affordable; bar and good happy hour deals

That green sauce. So good! It's also only a couple blocks away from where I live

They use higher quality ingredients.

Unique and tastes the best, also closest to my apartment

Good pizza that's fast and relatively cheap.

Quick and easy if I'm super hungry to get a couple of slices and go

The lines at Pieology become too long to be able to wait for the low quality of pizza

### Pieology

Well priced, even though the wait might be really long...

It's cheap, delicious, thin crust, and I can choose my own toppings.

It is very close to where I live and there are many options for different kinds of toppings. I like that we're allowed to make a pizza completely up to our preferences.

I chose Pieology just because I could put anything especially meat onto my pizza. I would have chosen Sliver because of my connections, but I love meat, so Pieology would be best.

I like the price structure, costs, and choice at Pieology the best out of the options.

I love Pieology, it's price, and it's level of customization and taste. Definitely my go-to pizza spot in Berkeley if I have the time to wait 20 minutes in line. It's always worth the wait though :)

I love Pieology! Cheap prices, great quality and good food, decent waiting time.

But the decor started off nice, but once you put quotes on the other wall, the feel became a bit too busy. There's too much going on, on the walls... it's no longer cute or quirky. Just tries too hard.

tastes good, custom made, and cheap!!!!

I love the oven at Pieology and being able to choose what to put on my own pizza. That's awesome.

I can get literally every topping + extra of every topping on the same pizza for ~\$9. That's like 3 meals right there. What's not to love?

IT'S DELICIOUS AND THE BEST PIZZA PLACE EVER. No need to substitute or make additions to the menu if I can make my own pizza.

And it trumps snooty BUILD any day because Pieology has real prices.

Make your own and close.

Best value, and it tastes great.

Best price, plus I get all the toppings I want

Close to dorms and good value.

### Domino's (other)

Cheap, delicious, and classic.

### Zachary's (other)

Has good quality pizza. While pieology has a good idea, they are too slow and run out of too many ingredients by the end of the night. I was not particularly impressed by the taste of their pizza either.

They use higher quality ingredients.

### Artichoke Basille (others)

Good flavor.

### West Coast Pizza (others)

They have a garlic cream sauce base and a lot of melted cheese.